

Households: Vietnam

July 2022

Table of Contents

HEADLINES

PROSPECTS

Couples with children set to remain dominant household type in Vietnam

Urbanisation set to intensify

Disposable income per household is set to witness steep growth, while couples with children will remain the largest spenders

Ranking as a moderately developed ICT market, Vietnam is set to witness surging numbers of tablet users

Share of housing expenditure set to increase slightly in Vietnam

HOUSEHOLD PROFILE

Chart 1 - Household Profile: 2040

Chart 2 - Households by Number of Persons: 2040

Chart 3 - % of Households by Number of Children: 2040

Chart 4 - Households by Type of Household: 2040

Chart 5 - Consumer Expenditure by Household Type in Vietnam: 2016/2021/2040

Chart 6 - Household Head's Sex and Employment in Vietnam: 2040

Chart 7 - Households by Education of Head of Household: 2040

Chart 8 - Households by Economic Status of Head of Household in Vietnam: 2040

Chart 9 - Households by Age of Head: 2040

Chart 10 - Household Penetration by Facilities: 2040

Chart 11 - Household Possession of Kitchen Durables in 2040: % of Households

Chart 12 - Household Possession of Other Durables in 2040: % of Households

Chart 13 - Household Digital Penetration in Vietnam Compared to Global Average: 2040

Chart 14 - Possession of Entertainment Electronics in 2040: % of Households

Chart 15 - Possession of Other Electronics in 2040: % of Households

Chart 16 - Key Metrics of Households Property Market: 2040

Chart 17 - Households by Number of Rooms: 2040

Chart 18 - Households by Size of Dwelling in Vietnam: 2040

Chart 19 - Housing Completions in Vietnam: 2016-2022

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