



Vietnam market trend report (Up to October 2020)

Asia Plus Inc.

Q&Me is online market research provided by Asia Plus Inc.





Overview

This is the consolidated report summarizing the public information as to Vietnam economy. The report is the summary of

- Vietnam retail sales data from GSO
- Vietnam consumer price index data from GSO
- Vietnam car sales trend (VAMA)
- Vietnam motorbike sales trend (VAMM)

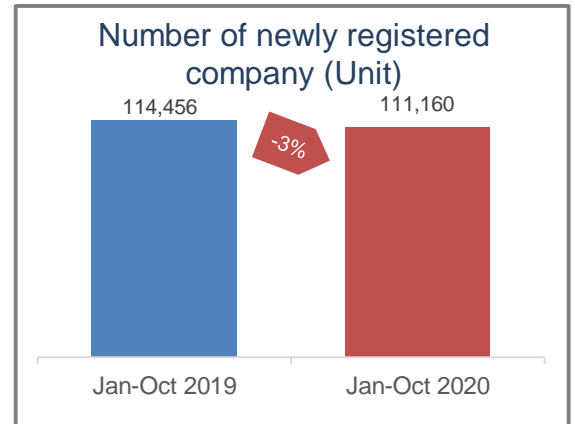
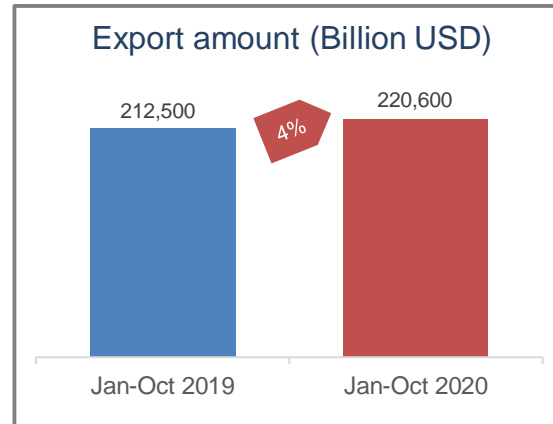
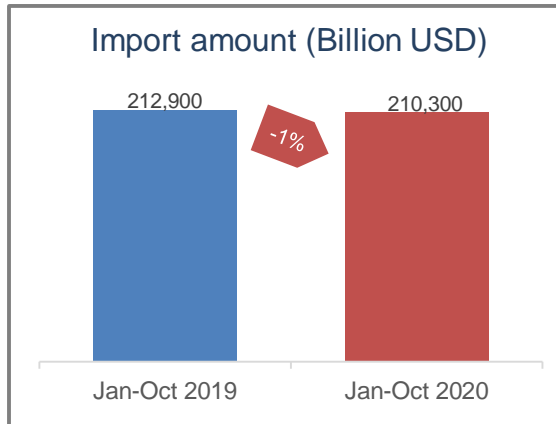
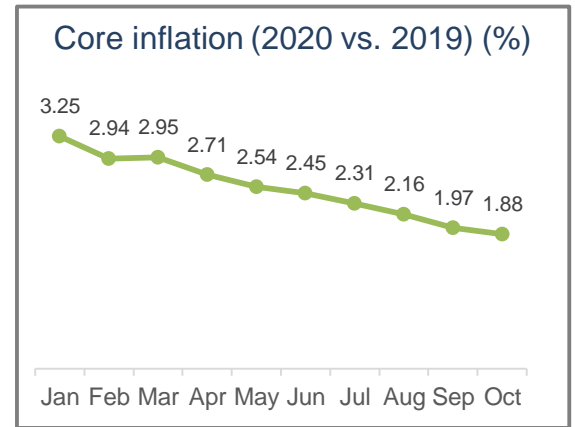
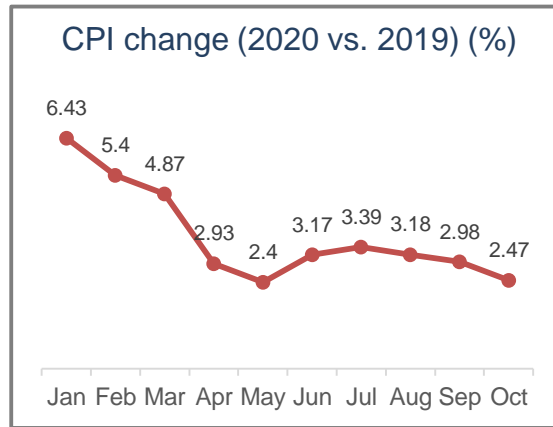
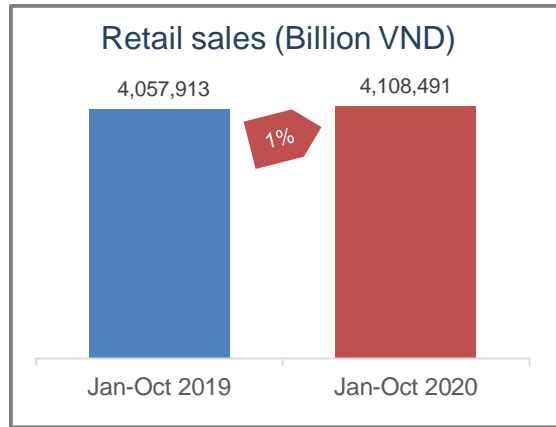
This report was made in November 2020

Executive summary

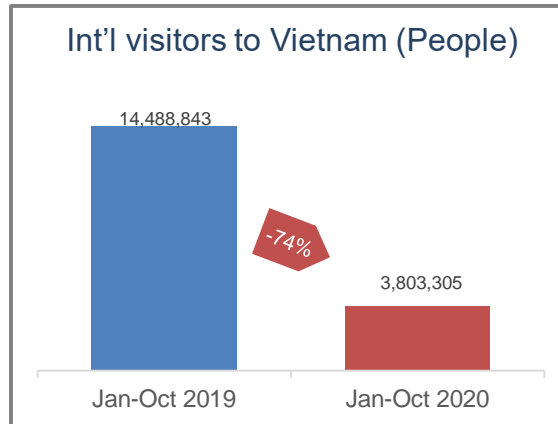
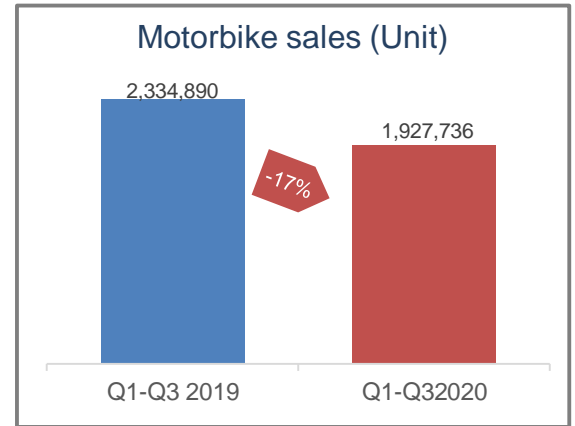
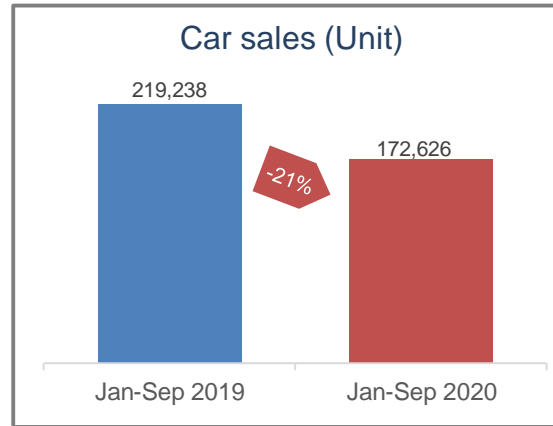
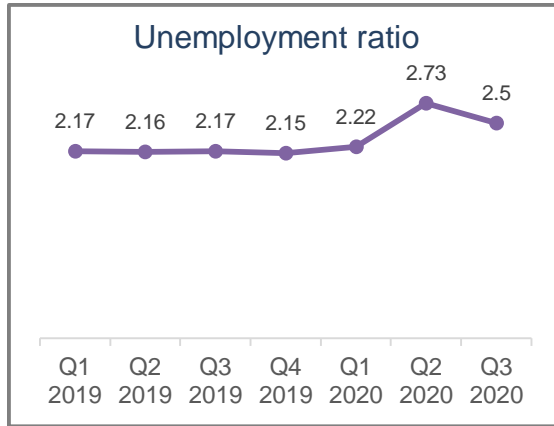
- Retail sales trend is up by 1% vs. last year.
- CPI trend is up by 3.71% vs. last year.
- Core inflation trend is up by 2.52% vs. last year.
- Import amount trend is down by 1% vs. last year.
- Export amount trend is up by 4% vs. last year.
- Number of newly registered company is down by 3% vs. last year.
- Unemployment ratio trend is up by 2.48% vs. last year.
- Car sales trend is down by 21% vs. last year.
- Motorbike sales down is down by 17% vs. last year.
- International visitors to Vietnam trend is down by 74% vs. last year.



Highlight (1)

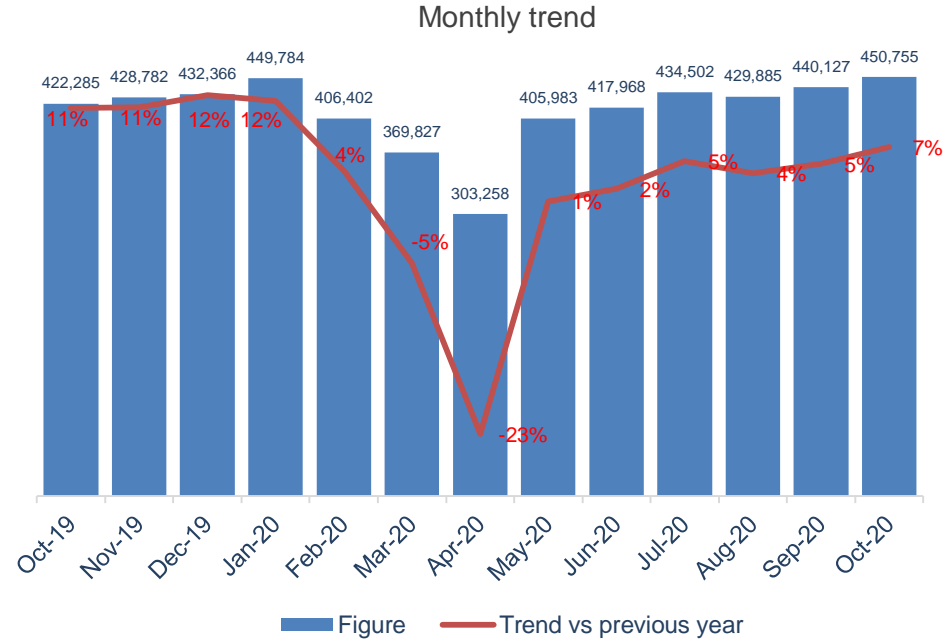


Highlight (2)



Retail sales trend

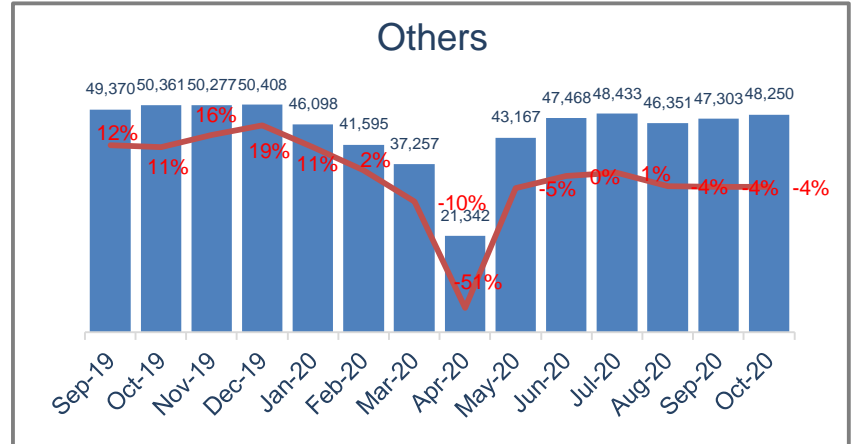
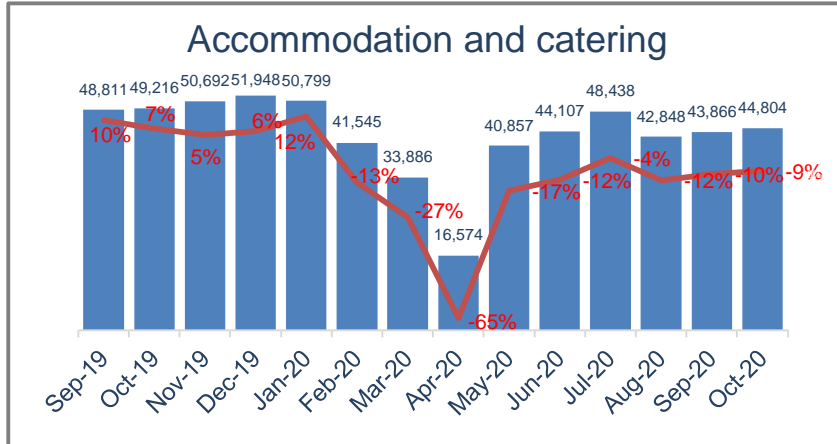
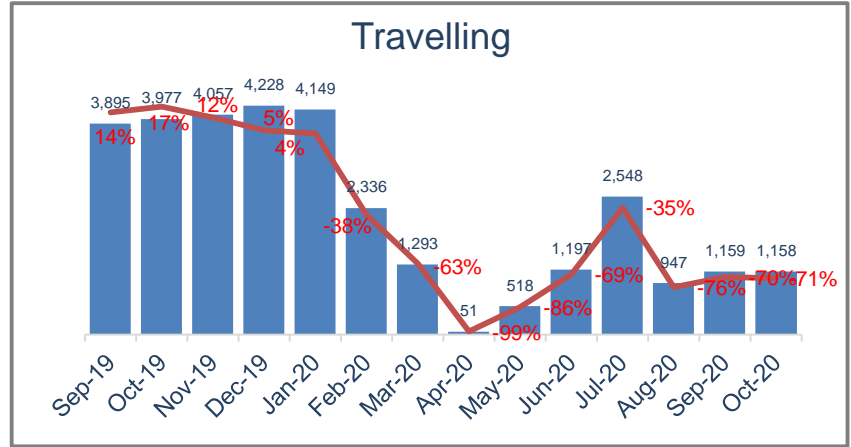
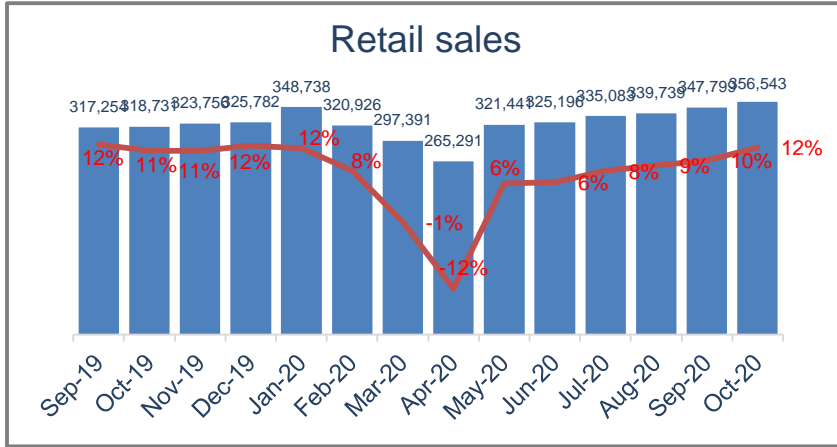
Category	2020 YTM (Jan-Oct)	2019 YTM (Jan-Oct)	Trend vs P.Y
Total	4,108,491	4,057,913	1%
Retail	3,258,147	3,080,771	6%
Travelling	15,356	38,126	-60%
Accommodation and catering	407,724	483,865	-16%
Others	427,264	455,151	-6%



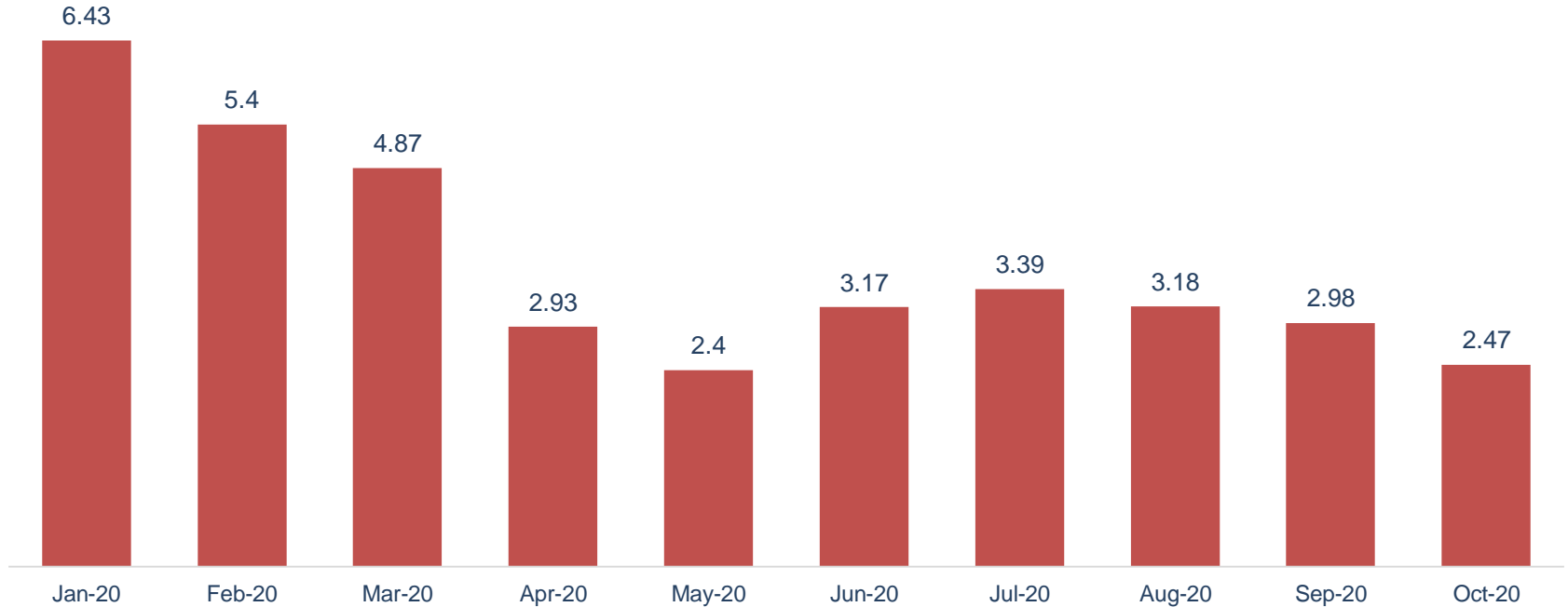
Retail sales and services experienced a rapid decline and hit the lowest point in April. However, the situation has been better since May

Retail sales trend

Figure Trend vs previous year

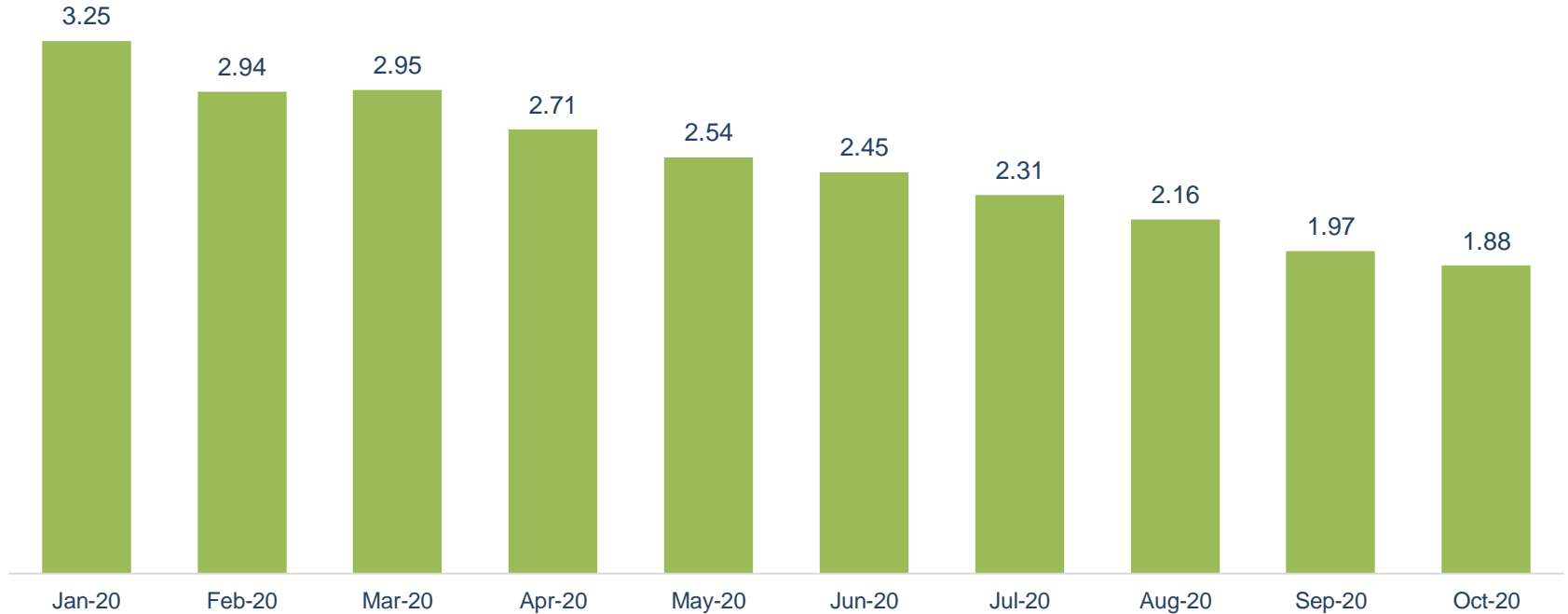


CPI change vs previous year



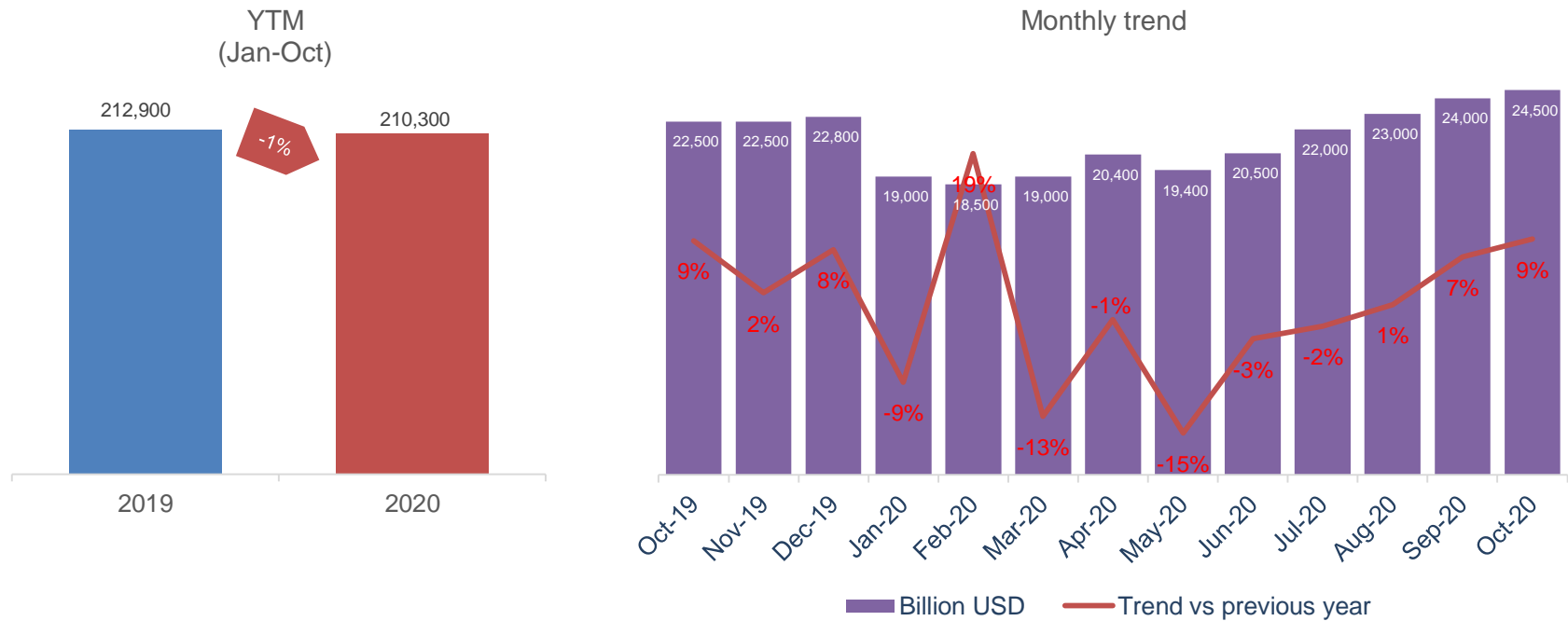
In 2020, from Jan to Oct, CPI increased by 3.71% compared with the same period last year.

Core inflation change vs previous year



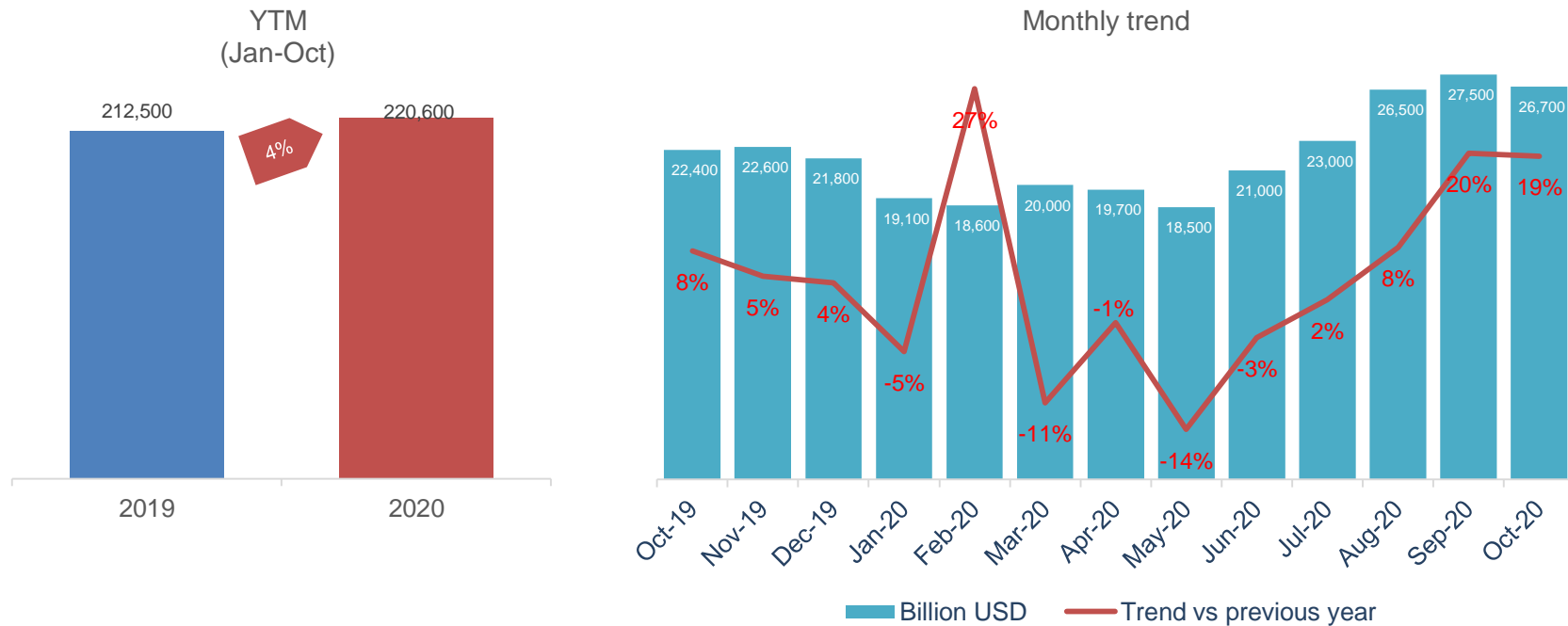
From Jan to Oct, average core inflation increase by 2.52% compared with the same period last year

Import amount



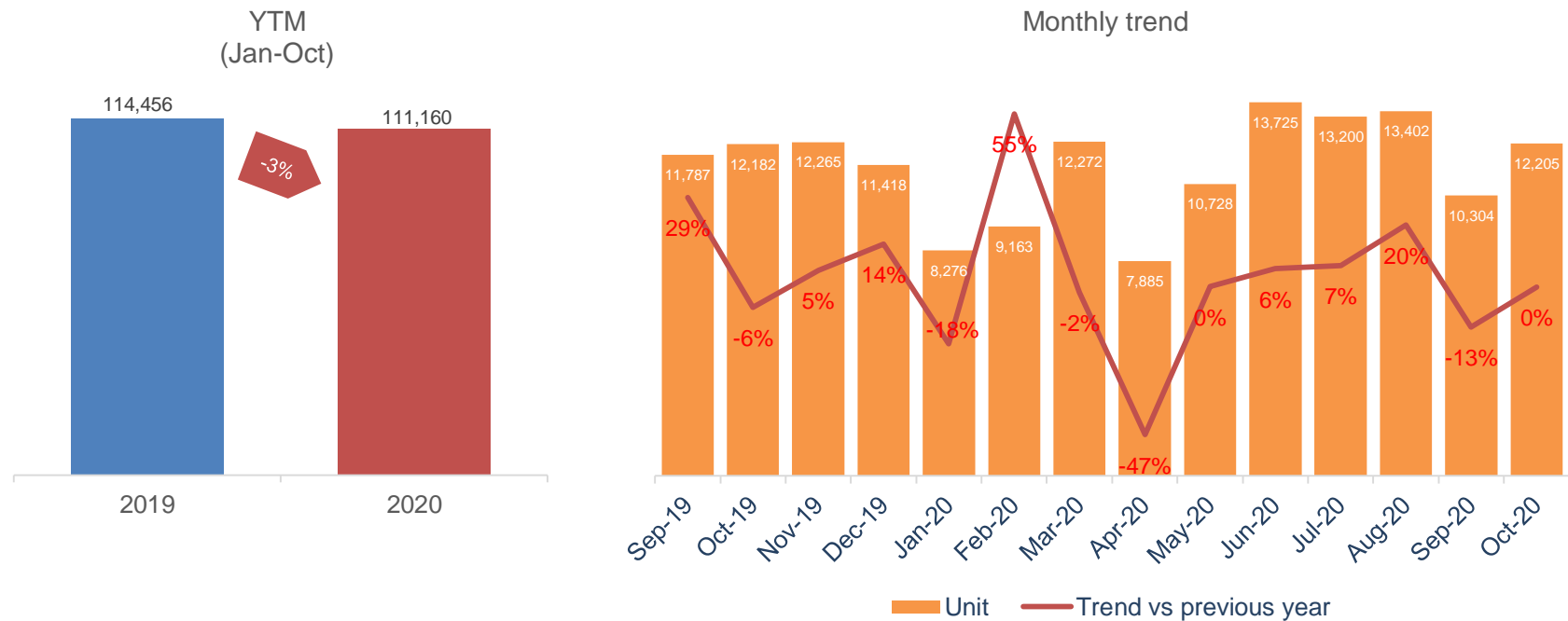
The total amount of import in 2020 remained the same as the figure in 2019

Export amount



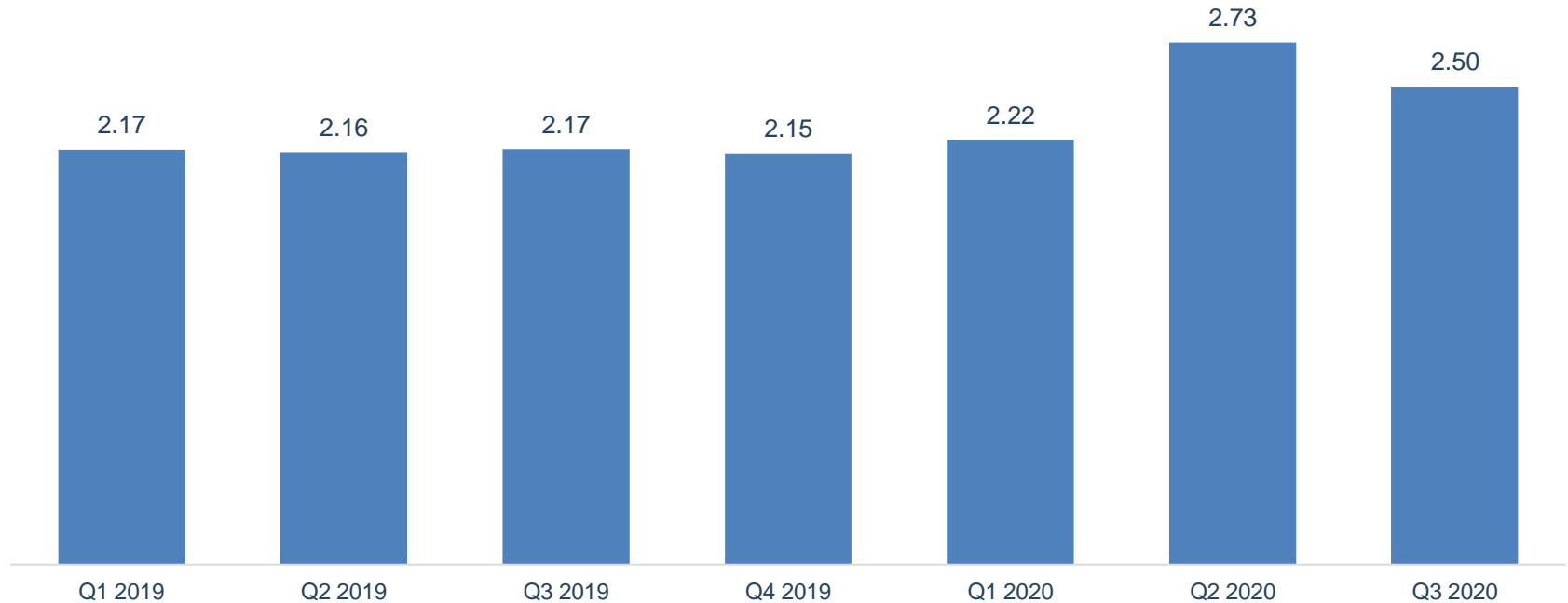
In 2020, from Jan to Oct, the total amount of export increased by 4% compared with the same period in 2019

Number of newly registered company



In the first 10 months in 2020, the number of newly registered company dropped by 3% compared with the number in 2019

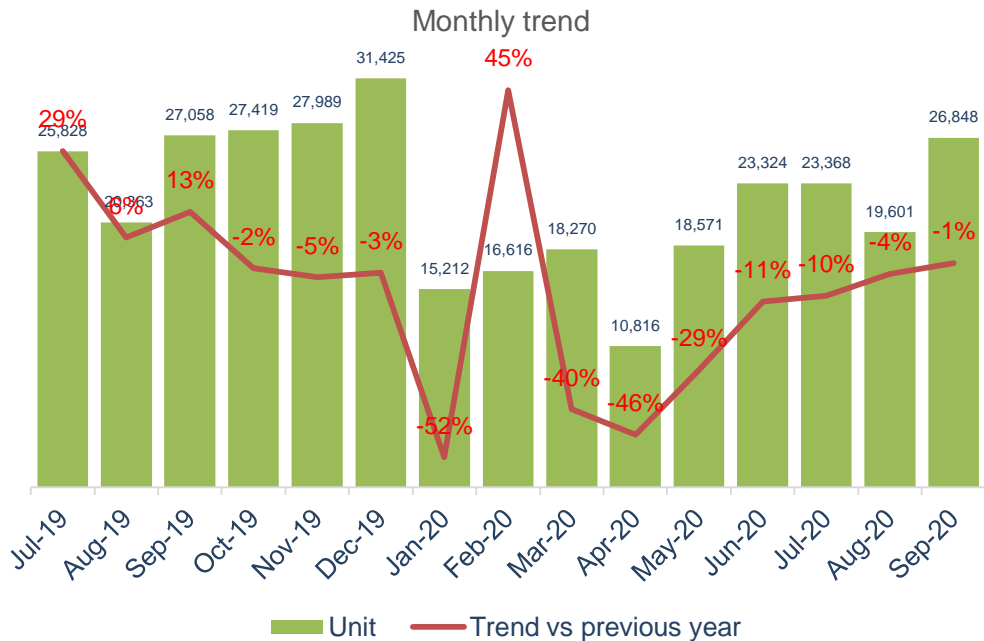
Unemployment ratio



Up to Quarter 3/2020, the unemployment ratio increased by 2.48% compared with the number last year

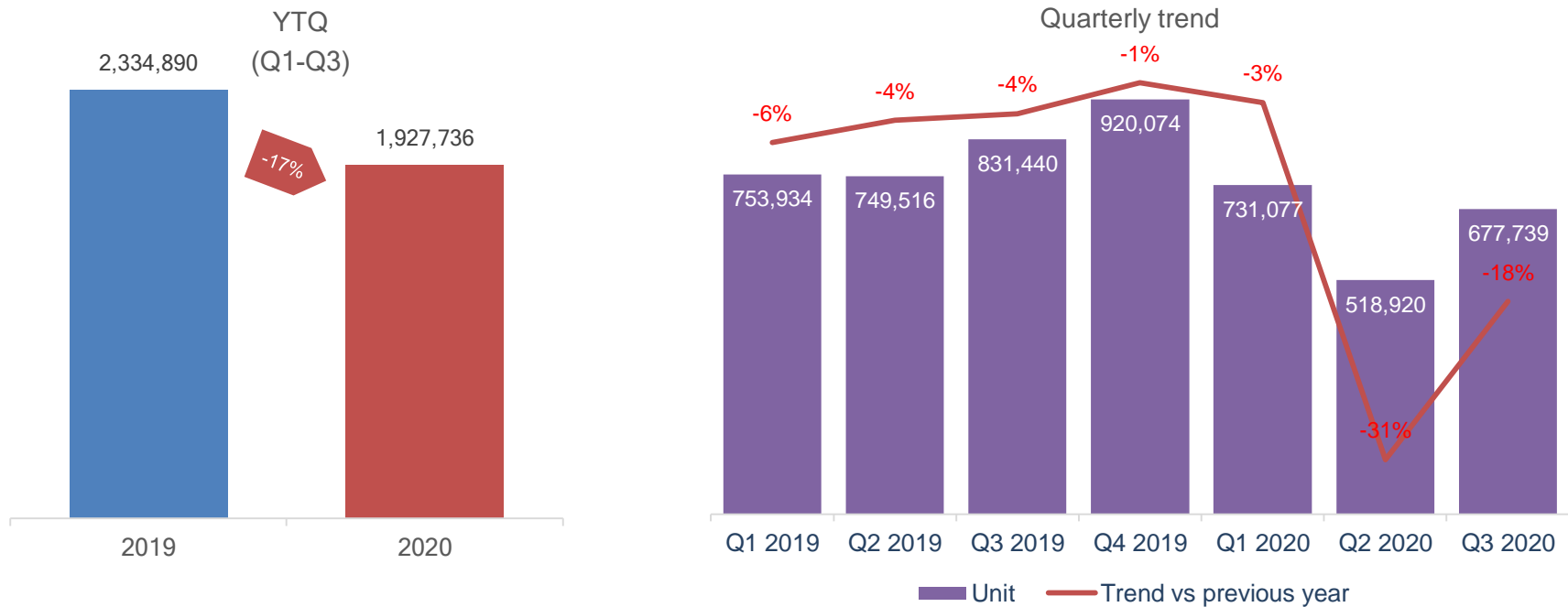
Car sales trend

Category	2020 YTM (Jan-Sep)	2019 YTM (Jan-Sep)	Trend vs P.Y
Total	172,626	219,238	-21%
Passenger	127,166	163,520	-22%
Commercial	43,692	53,149	-18%
Special purpose	1,768	2,569	-31%



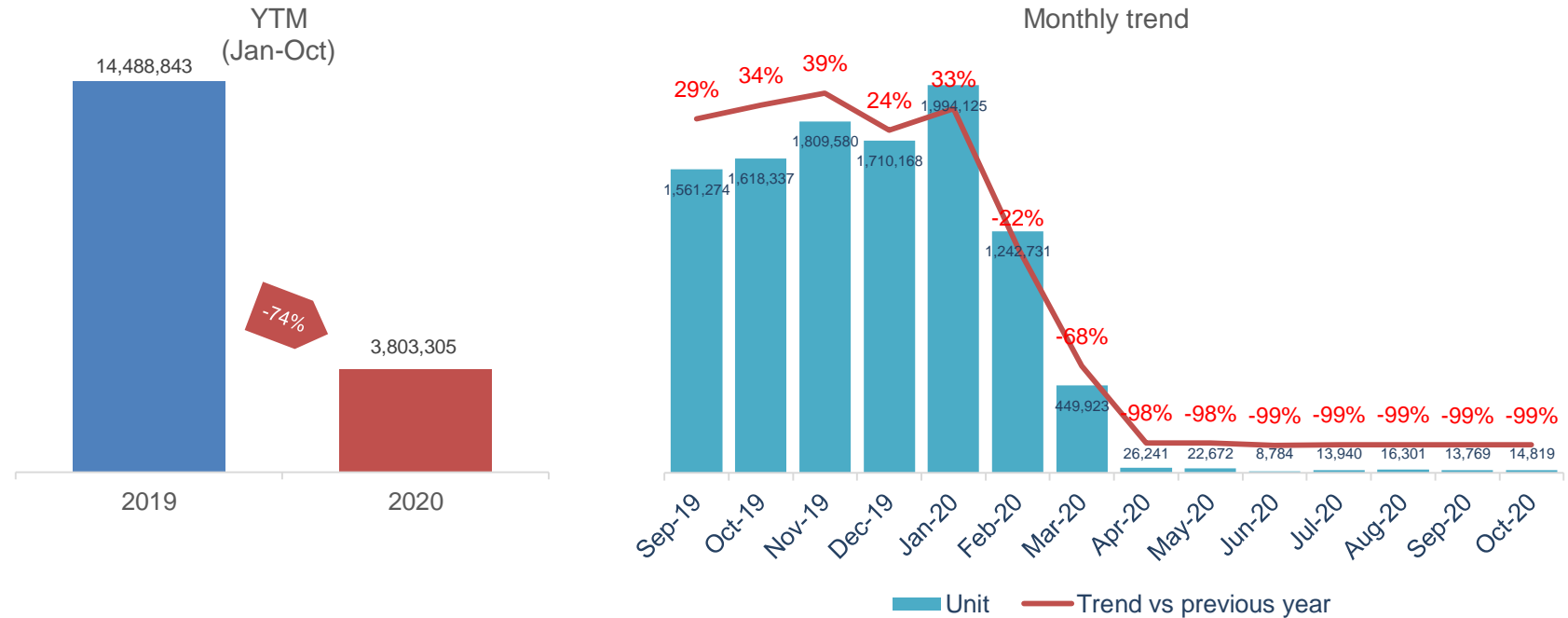
Up to Q3/ 2020, car sales decreased by 21% compared with the same period in 2019

Motorbike sales trend



Up to Quarter 3/ 2020, the motor sales dropped by 17% compared with the number last year

International visitors to Vietnam



Up to Oct 2020, the number of international visitors to Vietnam declined by 74% compared with the figure of the same period in 2019



Q&Me - About Online Market Research Services

Key highlight - Who we are

Q&Me is the tech-oriented market research company

We manage all the projects of both online and offline **through one dedicated platform** to provide the valuable hints to your business promptly with high quality



Q&Me is biggest online research service provider

We own **over 500,000 Vietnamese panelist with the variety of the profiles**. With the proprietary reward and quality scheme, we deliver the research results soonest



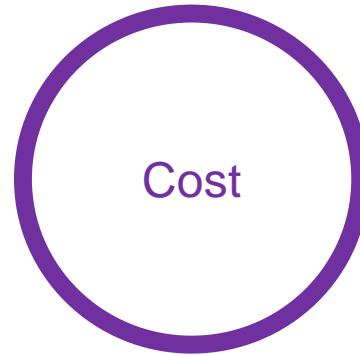
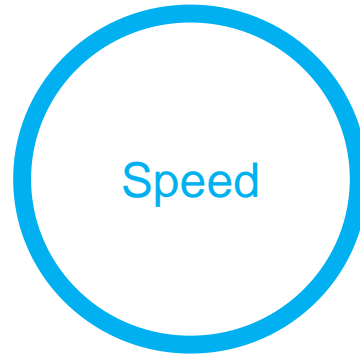
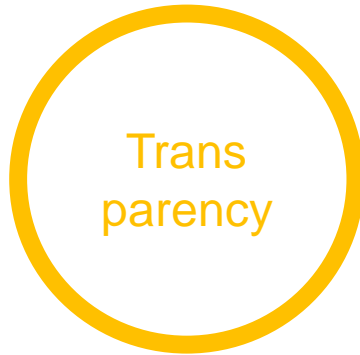
Proprietary research platform for superb quality

We have **300 well-trained fieldworkers nation-wide**, who are connected real-time through **our dedicated app**. All the tasks they conduct are monitored real-time with automation



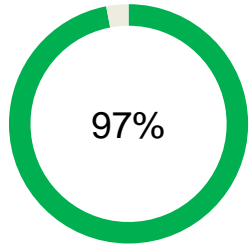
Why us - 5 values

With combining the **technology with the well-trained humane operations**, Q&Me provides the hint for your business efficiently and effectively

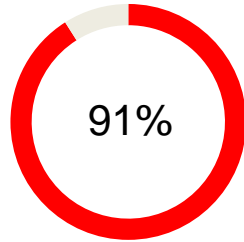


Our Quality - 3rd party evaluations

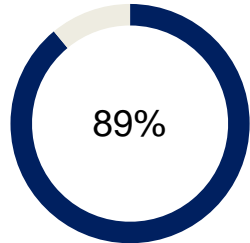
Our quality has been proven in the market. We provide high quality solution with speed, via our technology oriented solutions.



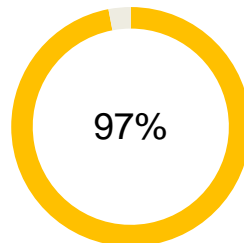
FACT CONSISTENCY SCORE



THOUGHT
CONSISTENCY SCORE



STRAIGHT-LINER/FLAT-
LINER SCORE



SPEEDERS SCORE

QUALITY CHECK SURVEY SPECIFICATION

N (Sample size)	300
IR (Incident rate)	100%
LOI (Length of Interview)	10 minutes
Success Criteria	Overall score of 80% or higher

THE RESULTS

Overall score **93.5%**

Average score
in the industry 73%

Our customers

Food & Beverage

AJINOMOTO.



vinasoy[®]



KIRIN



Manufacturing

SONY Panasonic



T-fal

ISUZU



Finance



GrabPay
by moca

mcredit
Cần gọi điện ứng



Others

dentsu



McKinsey&Company

BCG

The Boston Consulting Group

NIKKEI



FMCG



ROHTO

L'ORÉAL

AMOREPACIFIC



POLA

Technology



Grab



KDDI



Retail

VinMart

AEON



LOTTE



Sumitomo Corporation

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