



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

Vietnamese alcohol drinking behaviors

Asia Plus Inc.





Overview

Vietnam's beer consumption is the highest among all South East Asia countries, while the other alcohol options such as whisky or wine have the increasing popularity. The recent impact of Covid-19 and the more strict alcohol control in driving had impacted the way they take alcohol.

This survey was made in order to understand Vietnamese alcohol drinking behaviors.

This survey was conducted among 18 years old in Vietnam of 504 in January 2021.

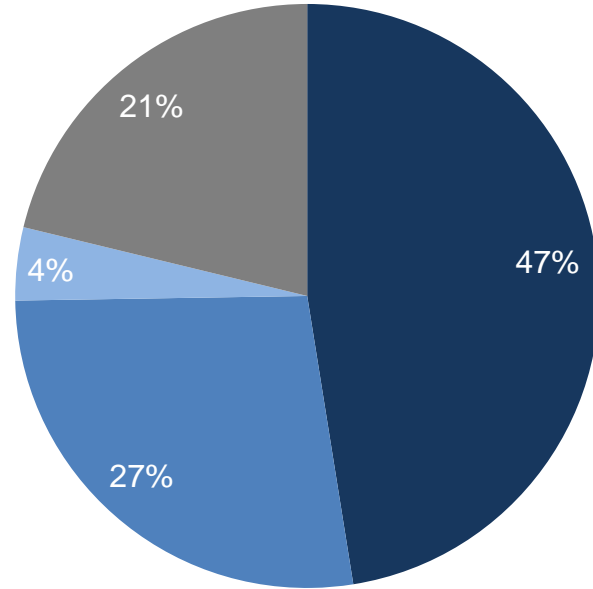


Alcohol drinking behavior



Alcohol drinking behaviors

Nearly 80% drink beer and other alcohol. The ratio of drinking beer around 75%.



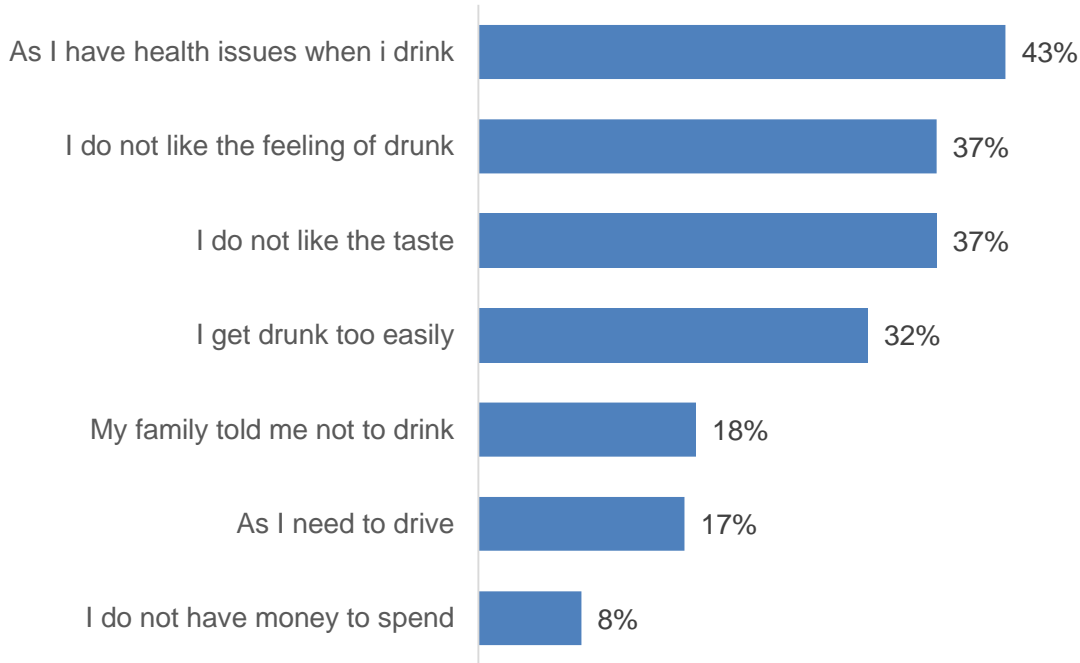
- I drink beer and other alcohol
- I drink beer only
- I drink other alcohol only
- I do not drink alcohol

Q. Do you drink alcohol?



(non-drinkers) Reasons not to drink alcohol

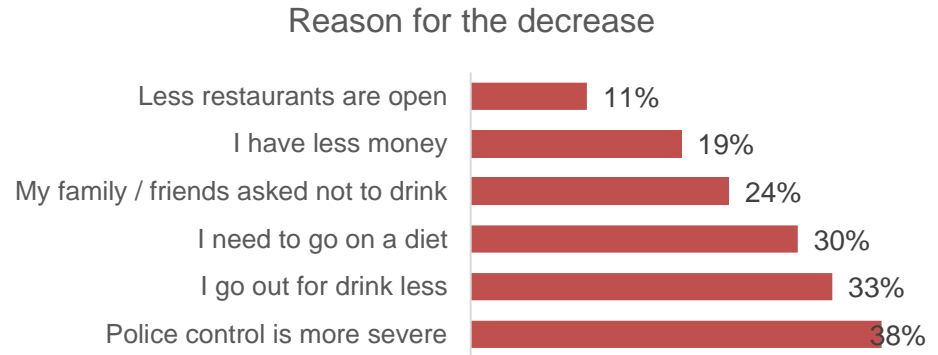
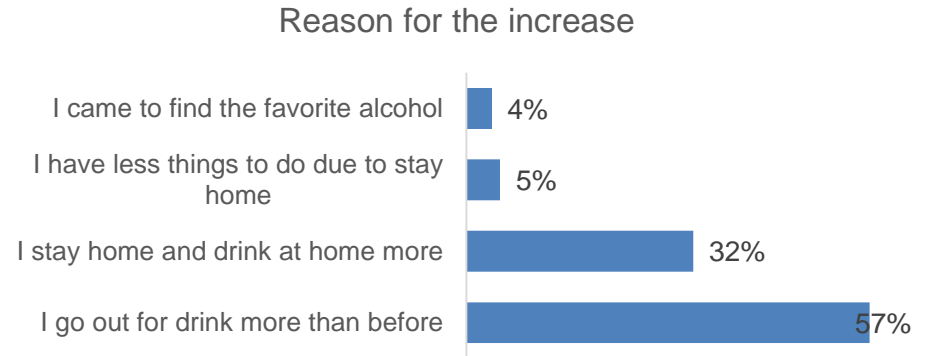
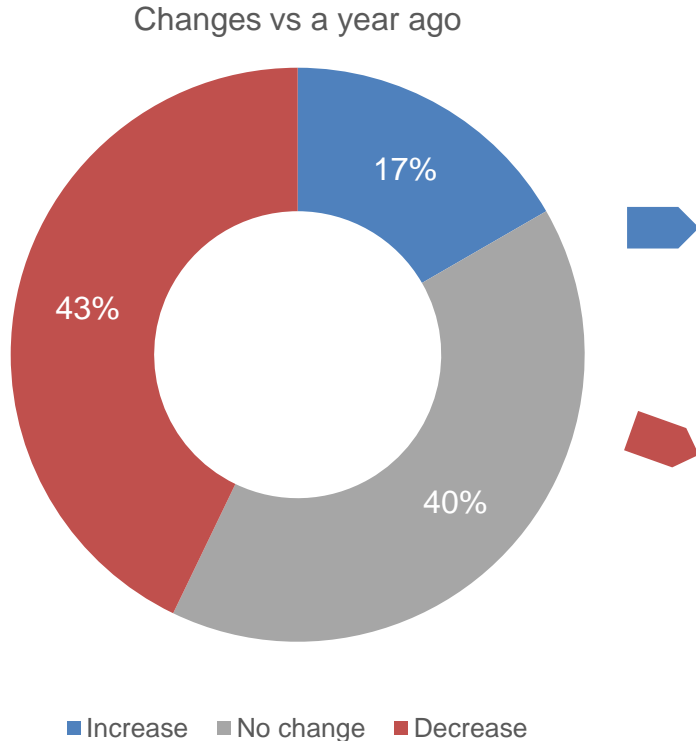
Having health issues when drinking, do not like the feeling of drunk and do not like the taste as the main reasons not to drink alcohol.



Q. What are the reasons that you do not drink alcohol?

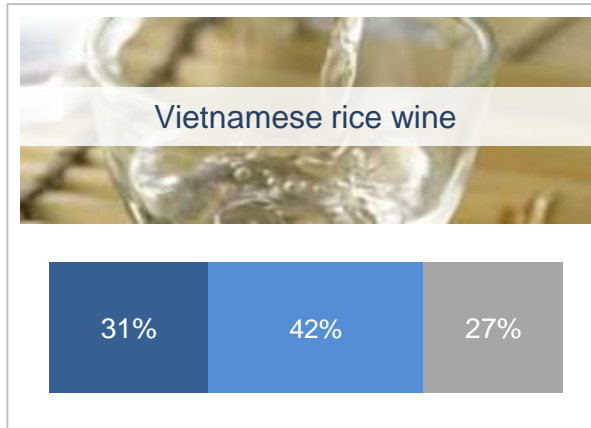
Alcohol drinking behavior change (vs 1 year ago)

Just 17% increase drinking alcohol compare with one year ago, while 43% decrease. Police control is more severe and go out for drink less are the main reasons for drink less.



Q. Compared with a year ago, how does your alcohol drinking frequency change?

Popularity by types of alcohol



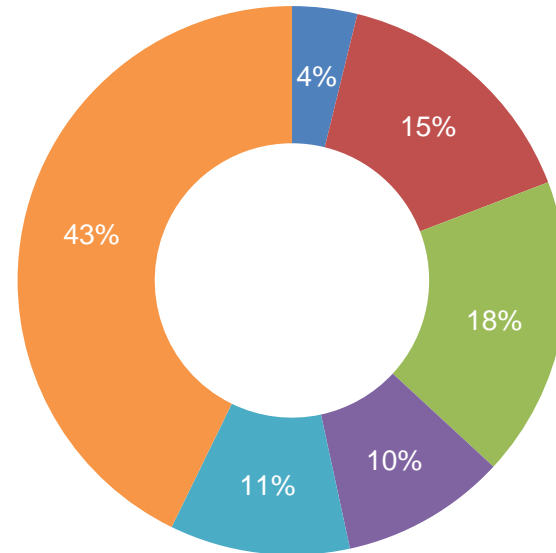
Q. Please choose what are applicable to you?



Beer and wine drinking behavior and popularity

(beer drinkers) Beer drinking frequency

More than $\frac{1}{4}$ drink beer at least once a week. Nearly 20% drink more than once a week.



■ Every day / Almost every day

■ Once / week

■ Once / month

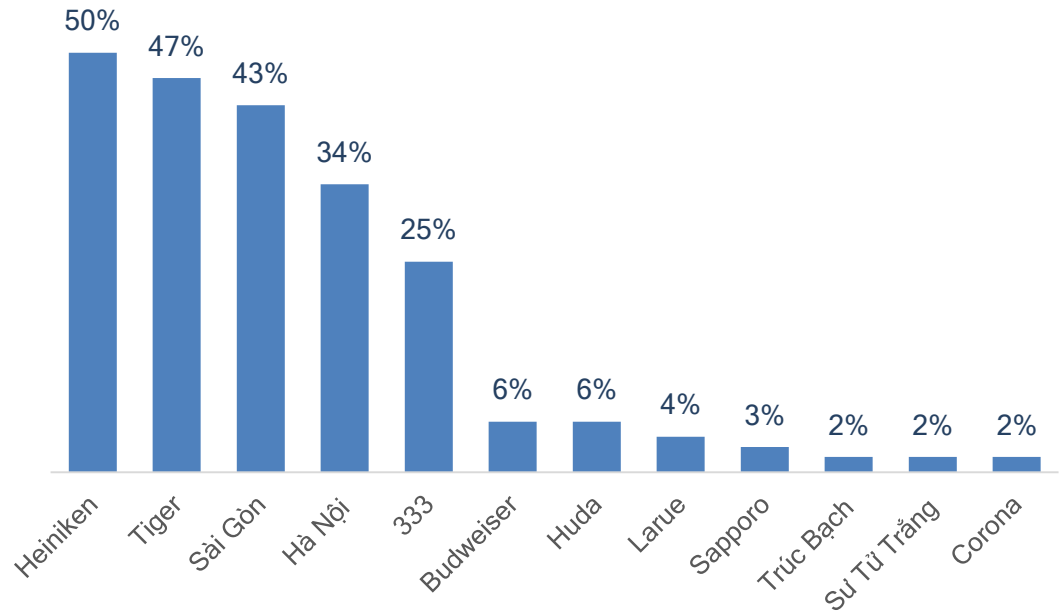
■ 2 - 4 times / week

■ Once / 2 weeks

■ Only for a special occasion



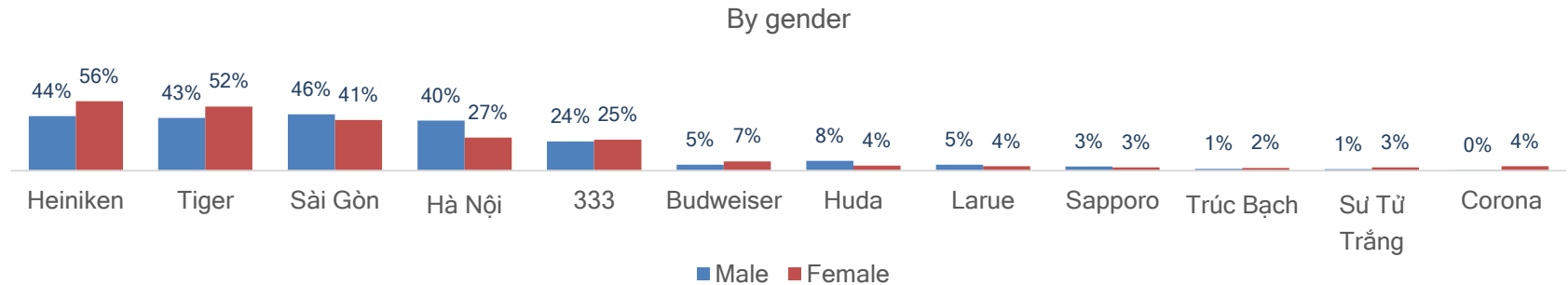
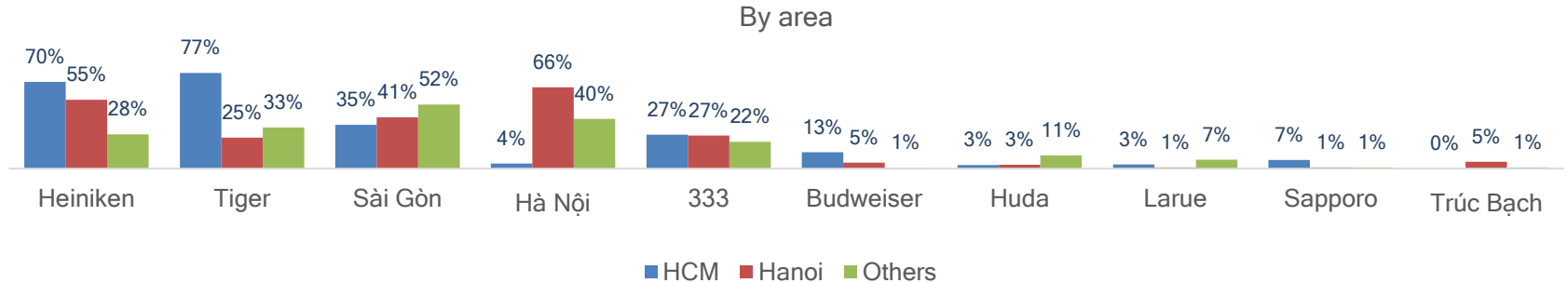
(Beer drinkers) Favorite beer brands



Heiniken, Tiger and Sai Gon are the most favorite beers.

Q. Please share us the name of the beer you like

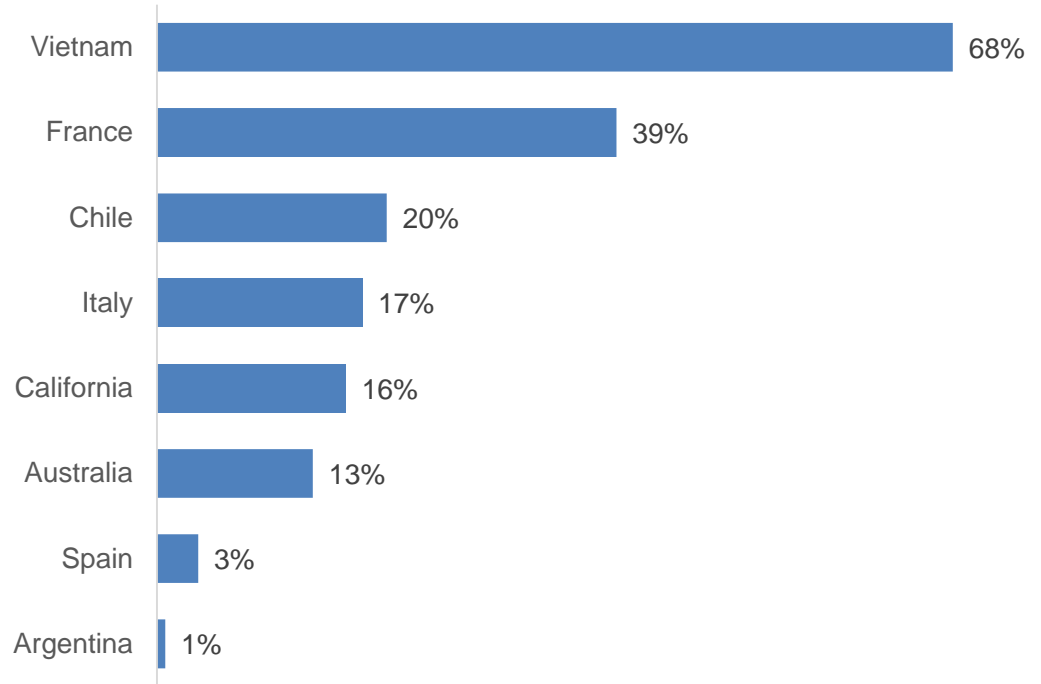
(Beer drinkers) Favorite beer brands by profile



Heiniken and Tiger is more popular in HCM while Hà Nội beer is more popular in Hanoi.

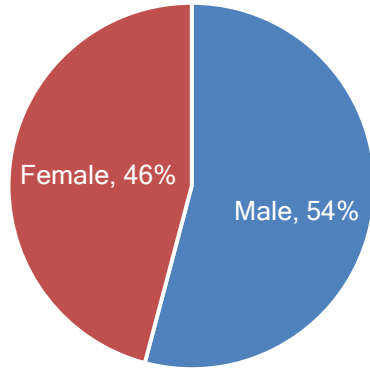
(Wine drinkers) Wine popularity by origin

Vietnam is the most popular, follow by France and Chile.

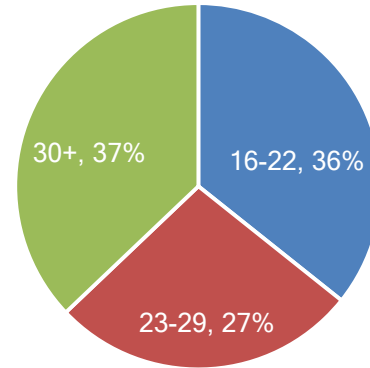


Respondent profile (N=504)

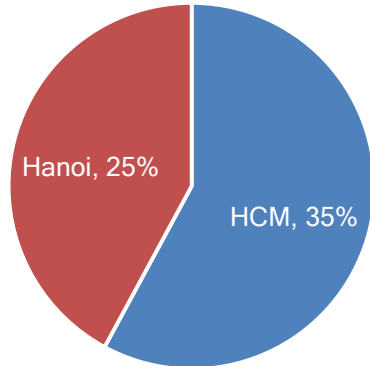
Gender



Age



City





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

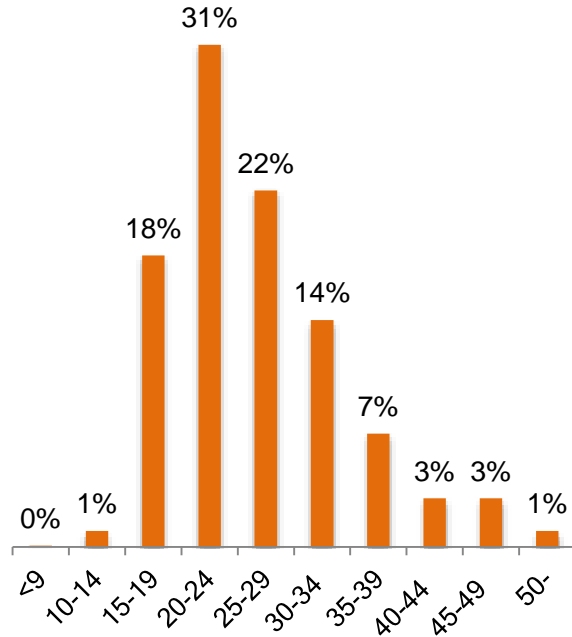
We have **300 well-trained fieldworkers nation-wide**, who are connected real-time through **our dedicated app**. All the tasks they conduct are monitored real-time with automation



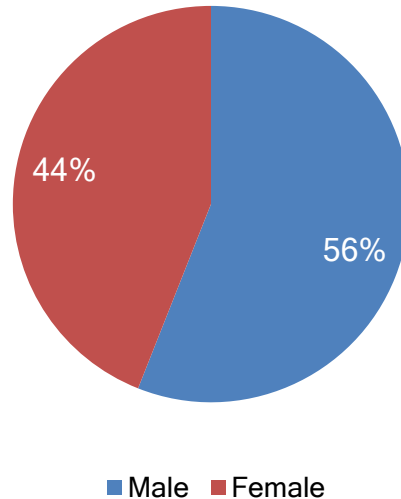
Online market research - Audience

We have **over 500,000 members** nation-wide who are eager to share their opinions. Our data provisions are quickest due to this **vast direct panel system**.

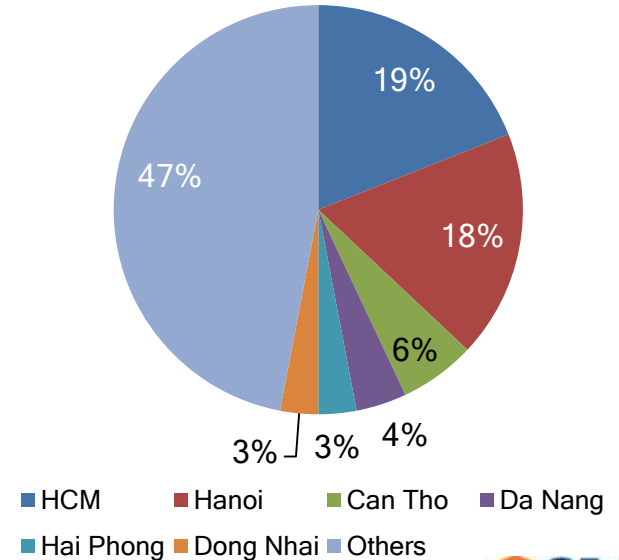
Age



Gender



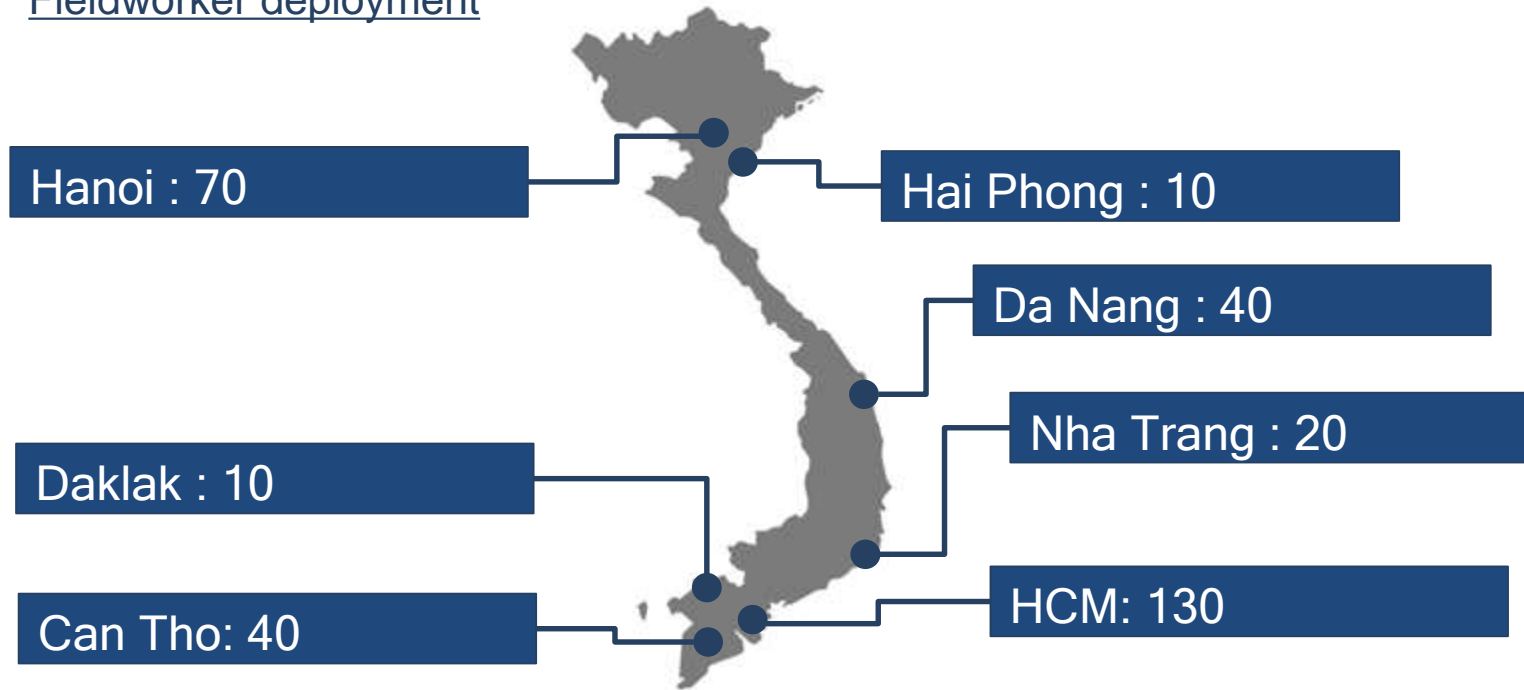
City



Offline market research - Coverage

More than **300 well-educated fieldworkers nation-wide** with the real-time connections via our dedicated mobile app for higher quality data collections

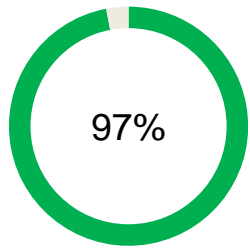
Fieldworker deployment



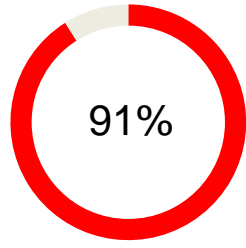
Our advantage - Quick with quality

With combining the technology with the well-trained humane operations, Q&Me provides several methods providing data with quality

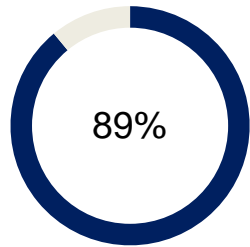
Our quality score by SSI



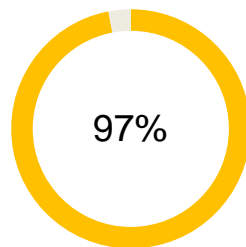
FACT CONSISTENCY SCORE



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



Manufacturing



Finance



Others



FMCG



Technology



Retail





Q&Me is provided by Asia Plus Inc.

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