



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

# Vietnam mobile app popularity 2026

Asia Plus Inc.

# Overview

This survey was conducted in March 2026 to explore the trends and behaviors of Vietnamese users when using mobile applications, as well as to identify any noticeable changes compared to 2025.

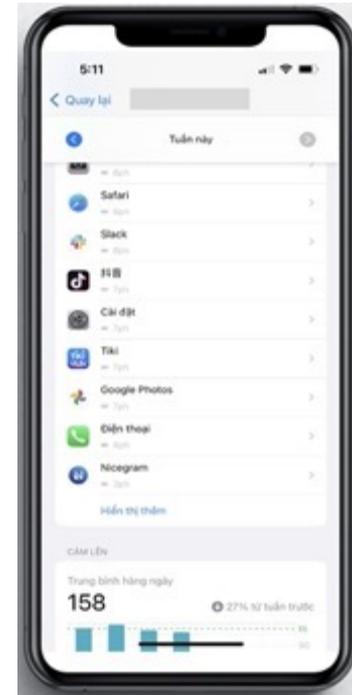
The analysis was carried out using screenshots of the “Screen Time” feature from iOS devices, collected from both male and female users ranging from teenagers to middle-aged individuals across the country.

A total of 100 iOS Screen Time screenshots were reviewed and analyzed for this study.



# How we get the data

We collected the screenshot of Screen Time iOS users to understand the real usage of smartphone among Vietnamese.



# How to see the data

We analyze the data both by usage and length.



## Usage

Usage ratio of these who have opened the app in last 7 days.



## Length

Average time length of the apps used per day.



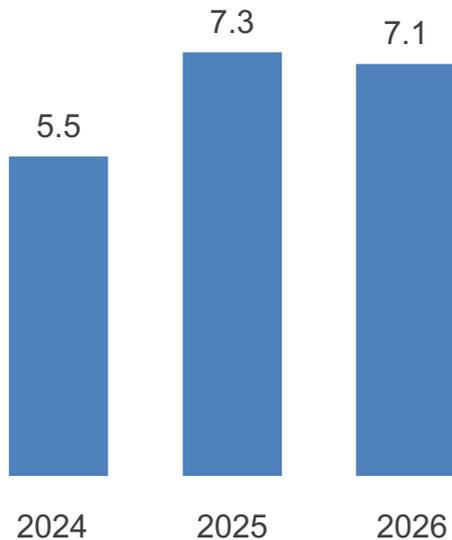
Mobile application usage trend



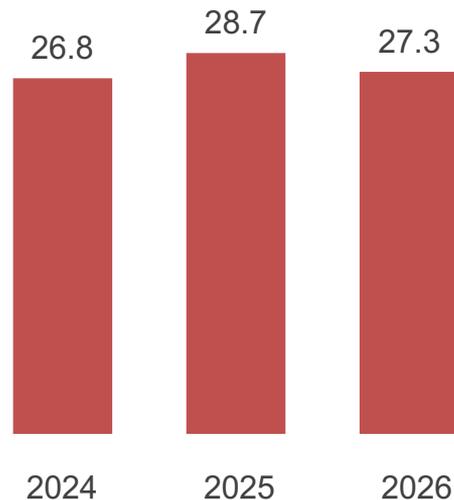
# Mobile app usage trend

Mobile app engagement in Vietnam increased from 2024 to 2025 and remains high in 2026, indicating stable and strong usage.

Hours to spend on mobile app / day



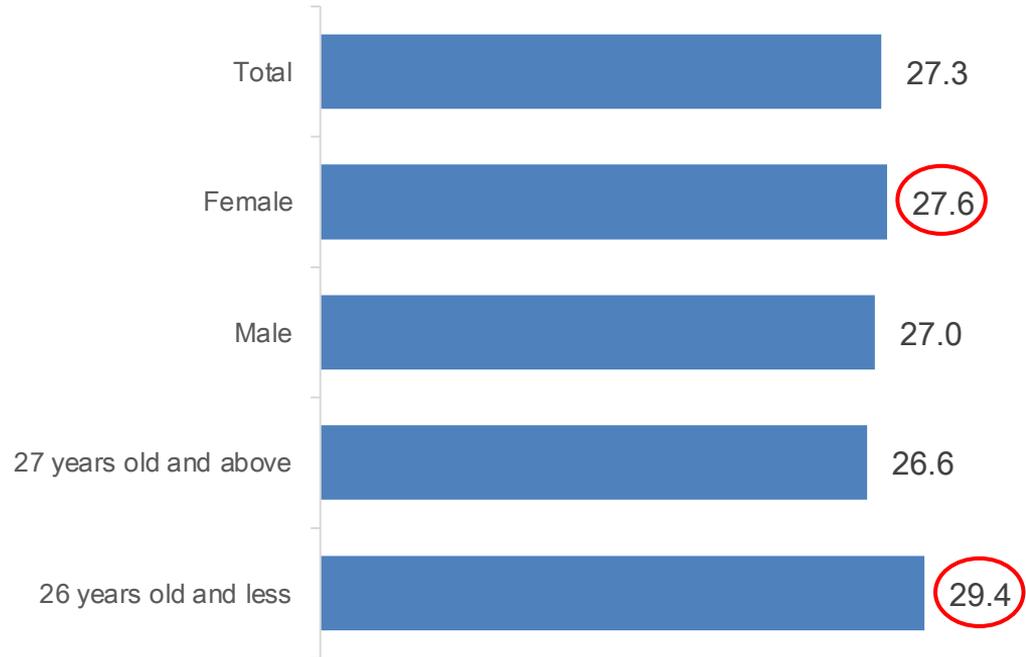
Number of apps used in a week





# Number of apps used in a week

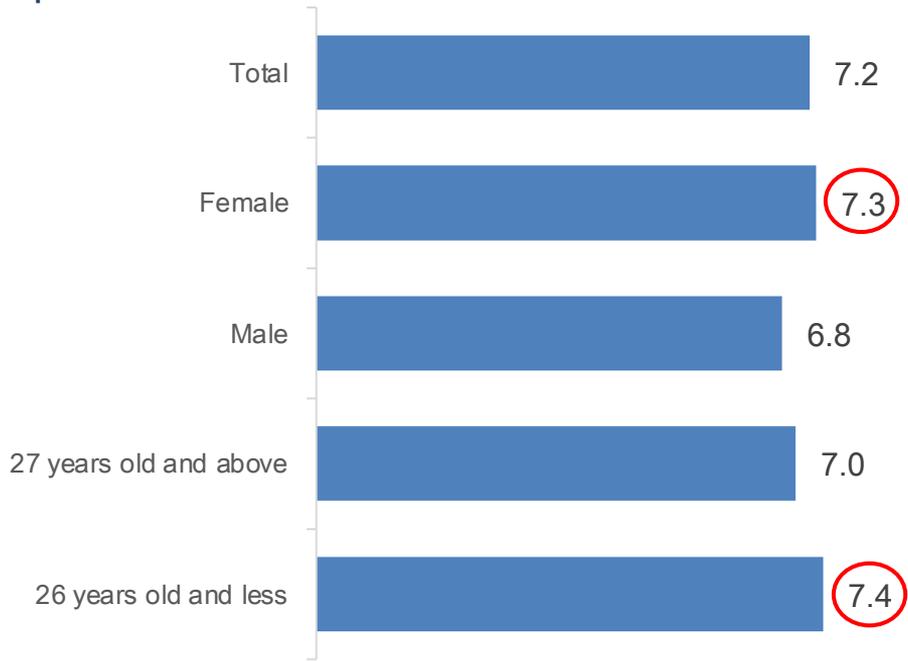
Younger users ( $\leq 26$ ) and females use slightly more mobile apps per week than other groups.





# Average time/day spend for apps (hours)

Younger users ( $\leq 26$ ) and females show higher mobile engagement, spending more time on apps daily than other groups.

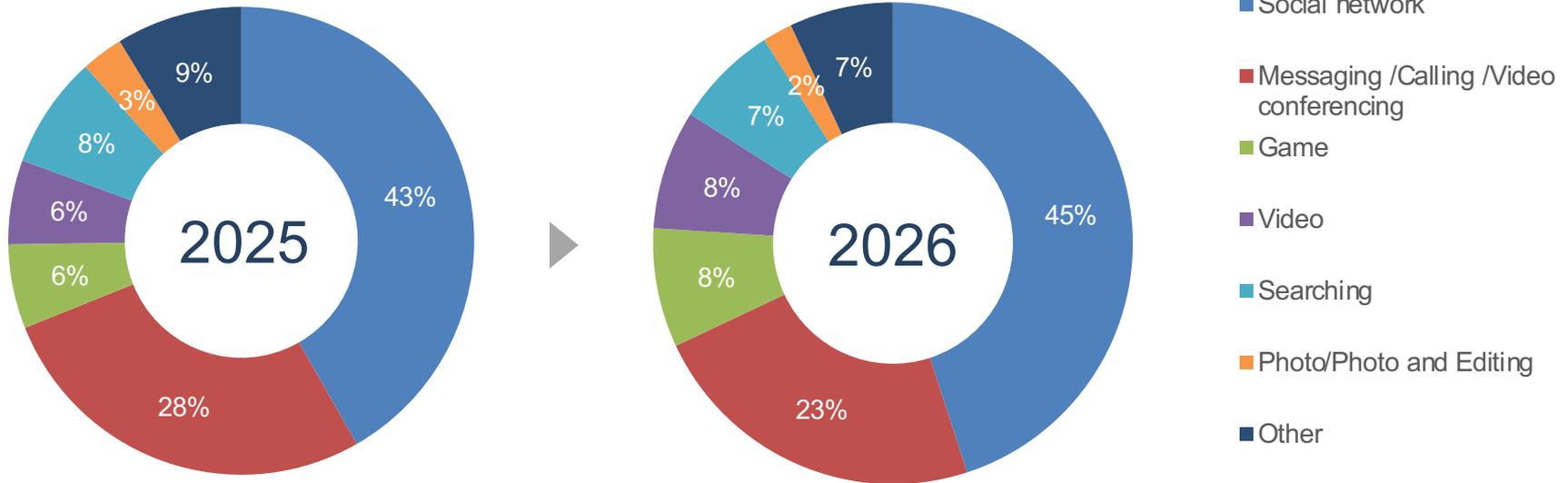




Vietnamese smartphone app key trend

# Popular mobile apps (by category, length)

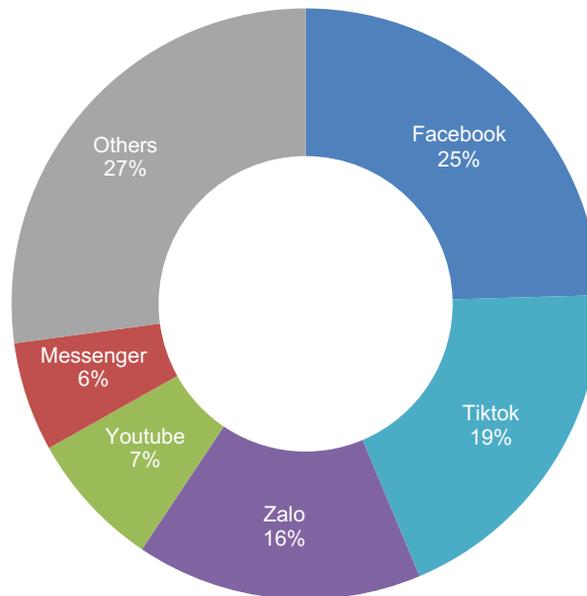
Social networking remains the most popular app and continues to grow in 2026, followed by messaging as the second most used category.





# Major app dominance

Facebook remains the leading app in Vietnam, followed by TikTok and Zalo, highlighting the dominance of social and communication platforms.



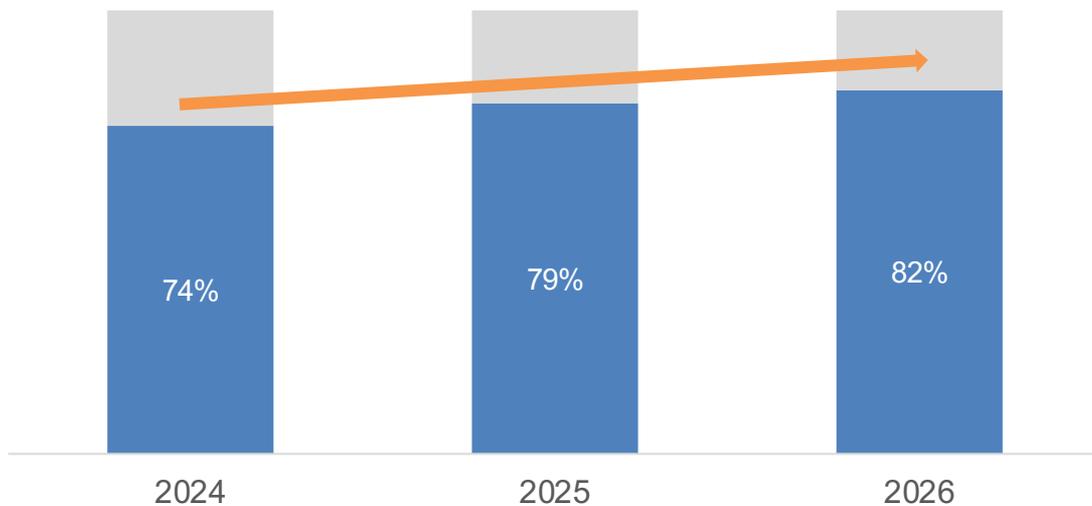
\*Not include essential default apps of iOS system



# TikTok keeps rising

TikTok continues to expand its reach, with 82% of users using the app weekly in 2026.

Those who have used Tiktok app in the last 7 days

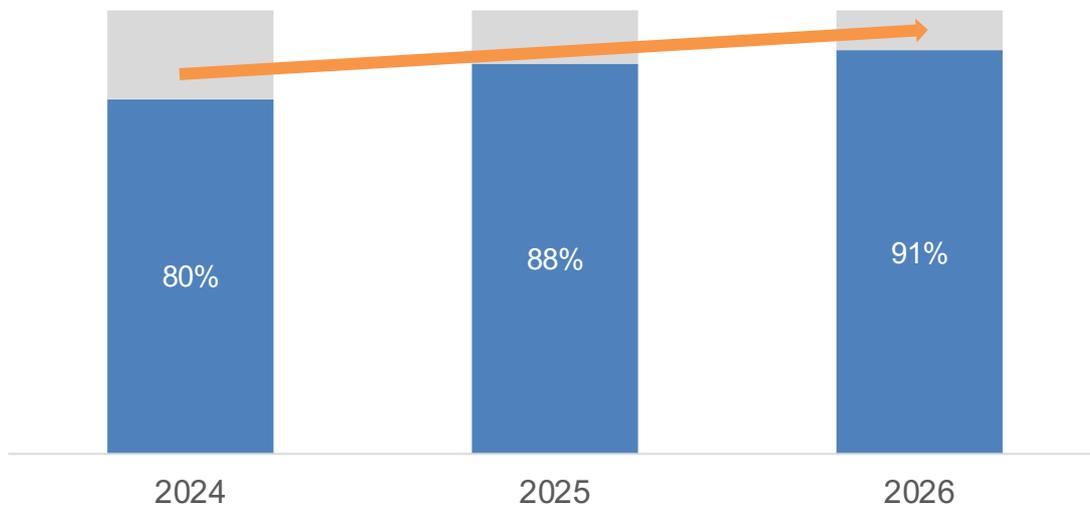


# Online banking becomes essential

Online banking apps have become increasingly popular, with over 9 out of 10 users use them weekly by 2026, reflecting the strong adoption of digital banking services.



Those who have used online banking app in the last 7 days

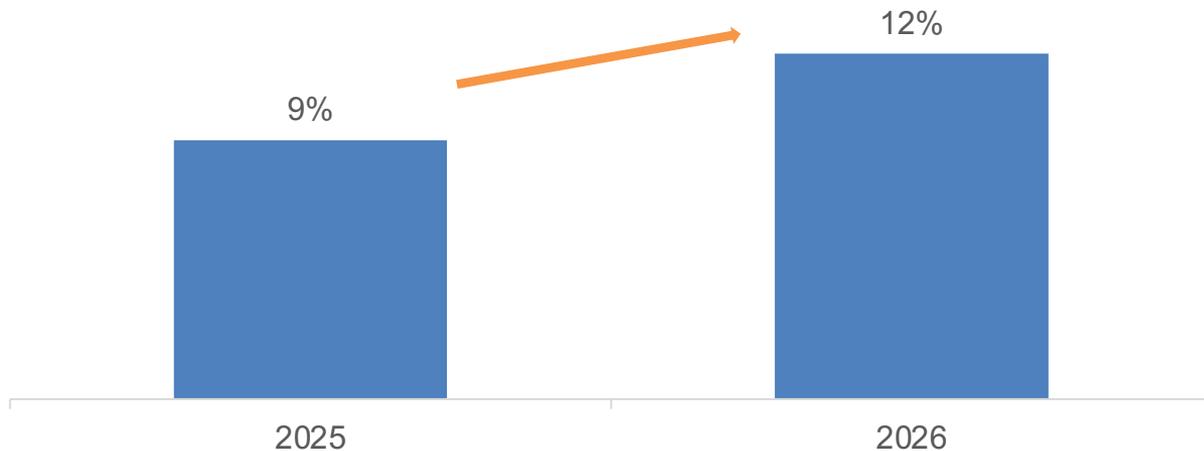


# ChatGPT adoption is rising

ChatGPT usage is growing as users explore AI tools for faster information search, learning, and daily task support.



Chat GPT users (used in last 7 days)

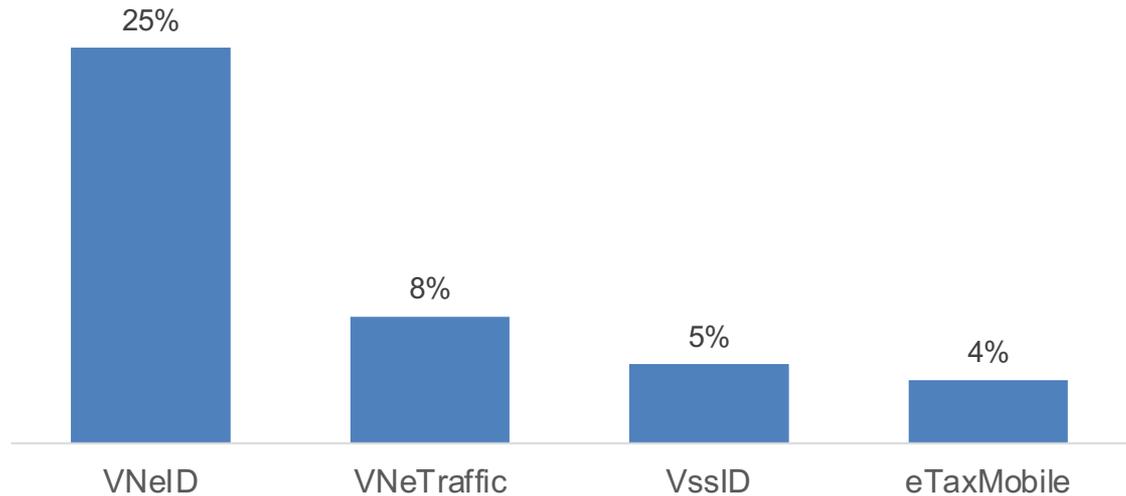


# Public services go digital

Vietnam is accelerating the digitalization of public services, with apps like VNeID enabling citizens to access government services and digital documents directly on mobile.



Public service users (used in last 7 days)





Most popular applications

# Most popular applications\* (by length)

No.1		Facebook	25%	No.6		Chrome	2%
No.2		TikTok	19%	No.7		Liên Quân Mobile	2%
No.3		Zalo	16%	No.8		Shopee	2%
No.4		Youtube	7%	No.9		Google Map	1%
No.5		Messenger	6%	No.10		Instagram	1%

\*Not include essential default apps of iOS system

# Most popular applications\* (by usage)

No.1		Zalo	98%	No.6		Shopee	68%
No.2		Facebook	91%	No.7		Google Map	57%
No.3		Message	88%	No.8		Grab	44%
No.4		TikTok	82%	No.9		Instagram	38%
No.5		YouTube	71%	No.10		MoMo	38%

\*Not include essential default apps of iOS system

# Most popular applications\* by gender (by length)



\*Not include essential default apps of iOS system

# Most popular applications\* by gender (by usage)

Male				Female			
No.1		Zalo	96%	No.1		Zalo	100%
No.2		Facebook	93%	No.2		Facebook	89%
No.3		Messenger	89%	No.3		TikTok	87%
No.4		TikTok	76%	No.4		Messenger	87%
No.5		Youtube	69%	No.5		Youtube	73%

\*Not include essential default apps of iOS system

# Most popular applications\* by age (by length)

## Youth (26 years old and less)

No.1		TikTok	27%
No.2		Facebook	19%
No.3		Messenger	11%
No.4		Zalo	9%
No.5		YouTube	7%

## Elderly (27 years old and above)

No.1		Facebook	27%
No.2		Zalo	18%
No.3		TikTok	16%
No.4		YouTube	8%
No.5		Messenger	4%

# Most popular applications\* by age (by usage)

## Youth (26 years old and less)

No.1		Messenger	100%
No.2		Zalo	96%
No.3		TikTok	92%
No.4		Facebook	92%
No.5		Shopee	77%

## Elderly (27 years old and above)

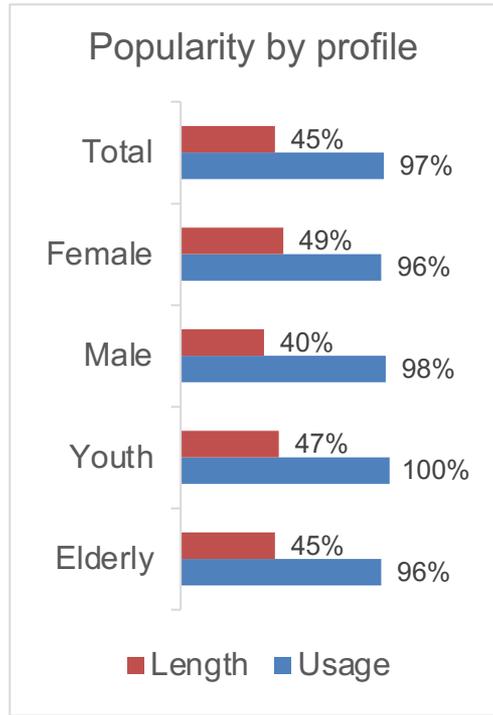
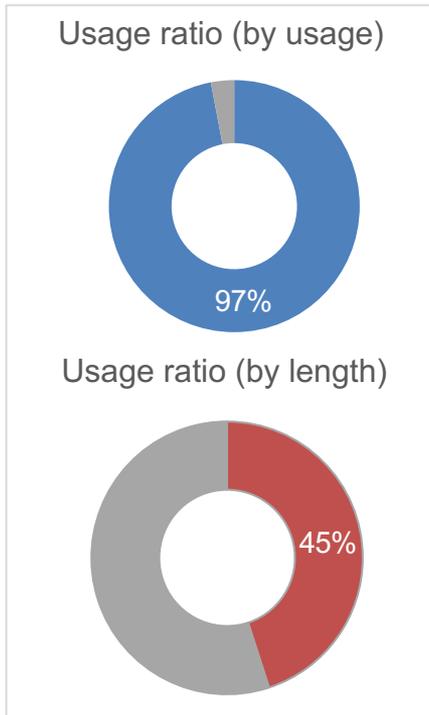
No.1		Zalo	99%
No.2		Facebook	91%
No.3		Messenger	84%
No.4		TikTok	78%
No.5		YouTube	70%



# Category-analysis

# Social Network

Facebook and TikTok dominate social app usage, while newer platforms like Threads and Locket remain niche.

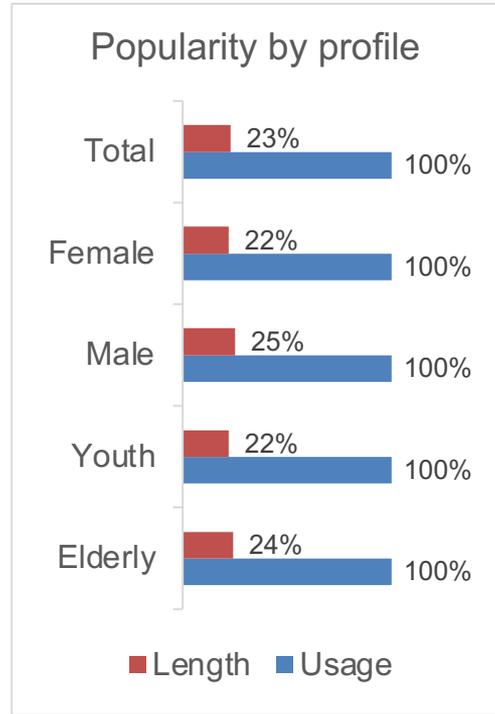
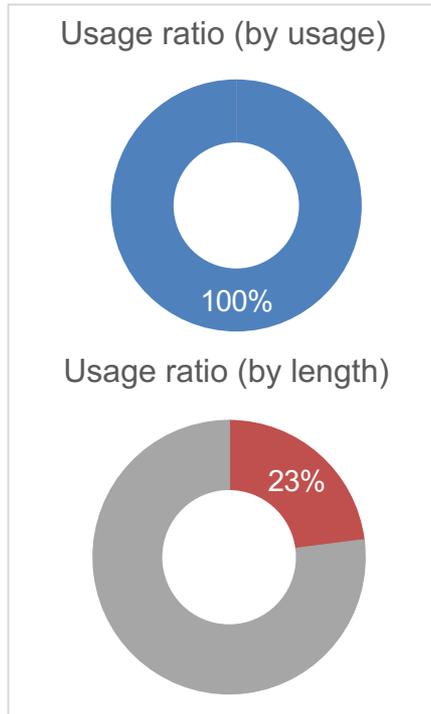


			Usage	Length
No.1		Facebook	91%	24.5%
No.2		TikTok	82%	19.1%
No.3		Instagram	38%	1.3%
No.4		Threads	28%	0.7%
No.5		Locket	18%	0.3%

\*Top apps: not include essential default apps of iOS system

# Online messaging/calling

Zalo dominates messaging in Vietnam, with near-universal usage, followed by Messenger.

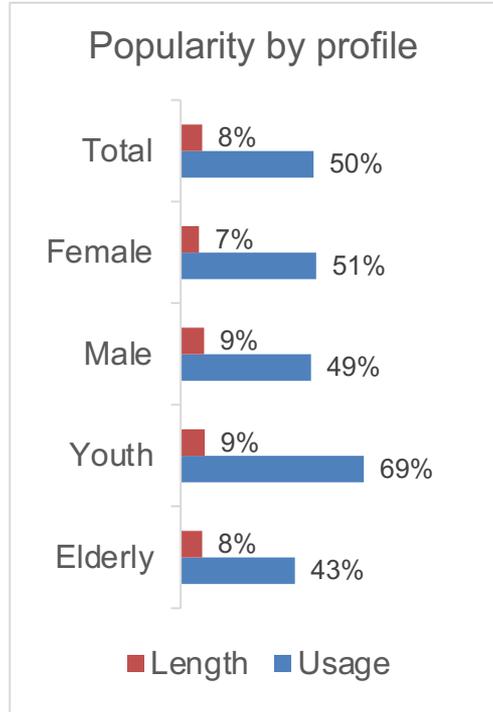
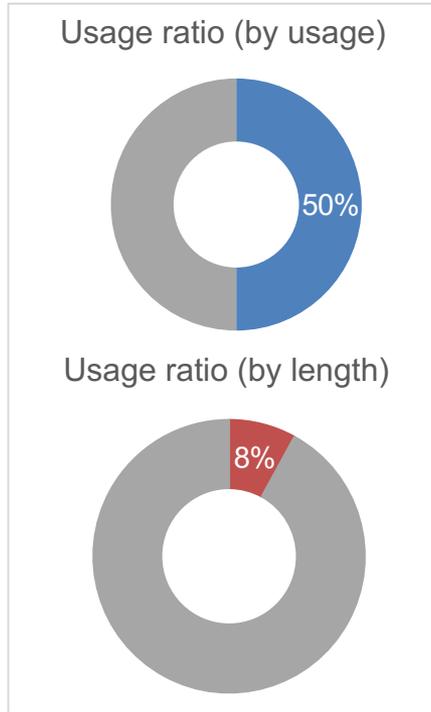


			Usage	Length
No.1		Zalo	98%	15.7%
No.2		Messenger	88%	6.0%
No.3		Gmail	31%	0.2%
No.4		Telegram	14%	0.4%
No.5		Google Meet	9%	0.2%

\*Top apps: not include essential default apps of iOS system

# Game

Mobile gaming engagement is led by Liên Quân Mobile, while casual puzzle games (Block Blast) and strategy games (Teamfight Tactics) also attract user interest.

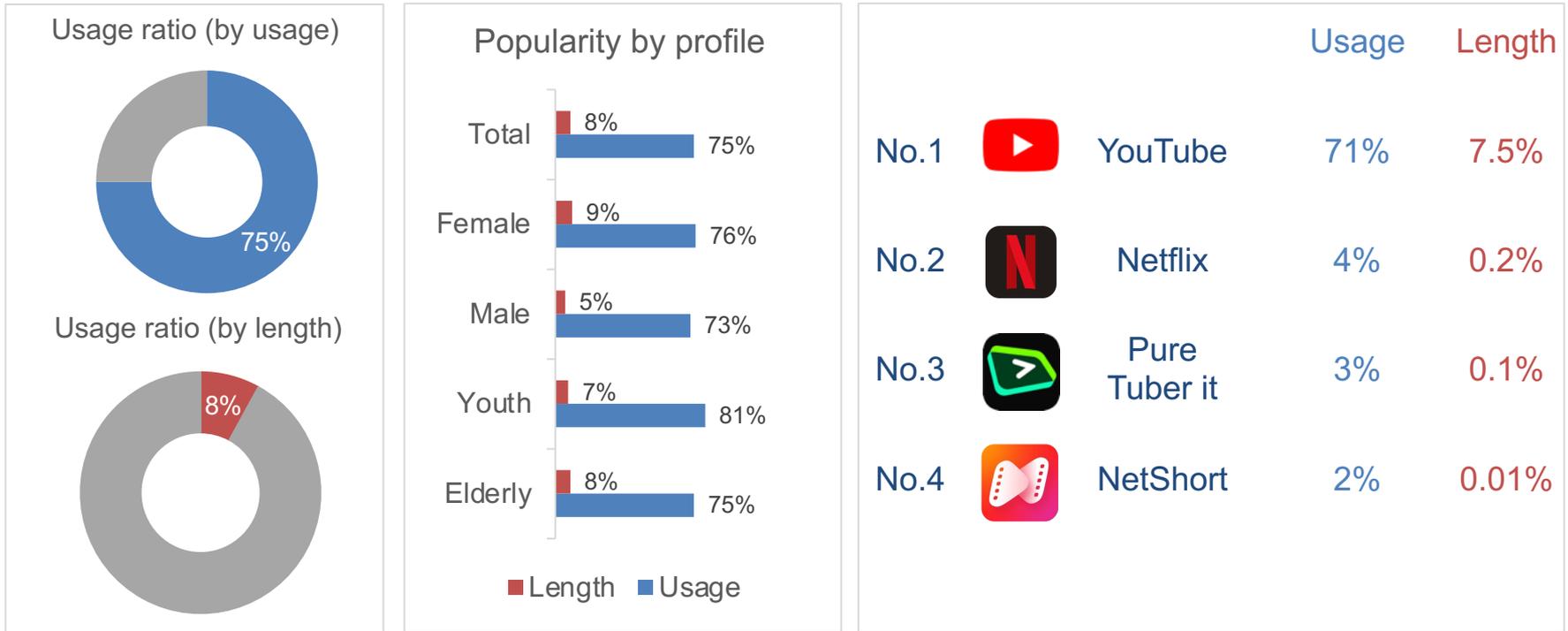


			Usage	Length
No.1		Liên Quân MoBile	13%	2.0%
No.2		Block Blast	12%	0.7%
No.3		Teamfight Tactics	6%	0.5%
No.4		FC Mobile VN	5%	0.3%
No.5		Candy Crush	4%	0.3%

\*Top apps: not include essential default apps of iOS system

# Video

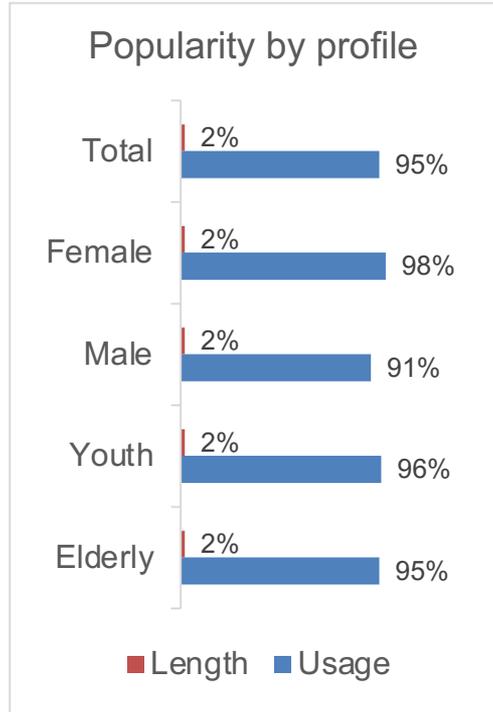
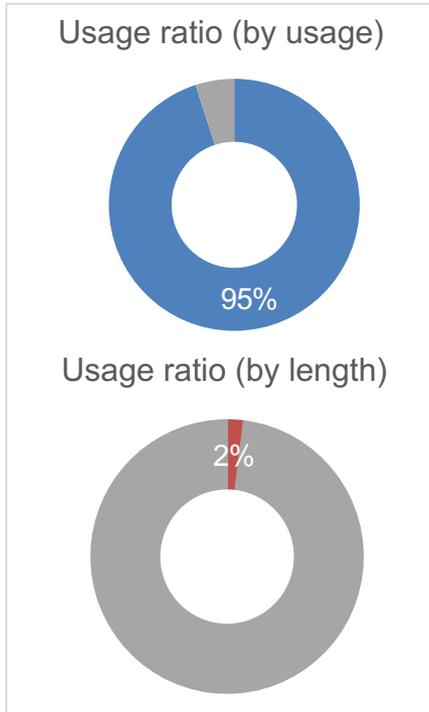
YouTube dominates video consumption, while other video platforms remain niche.



\*Top apps: not include essential default apps of iOS system

# Photo/Photo and Video editing

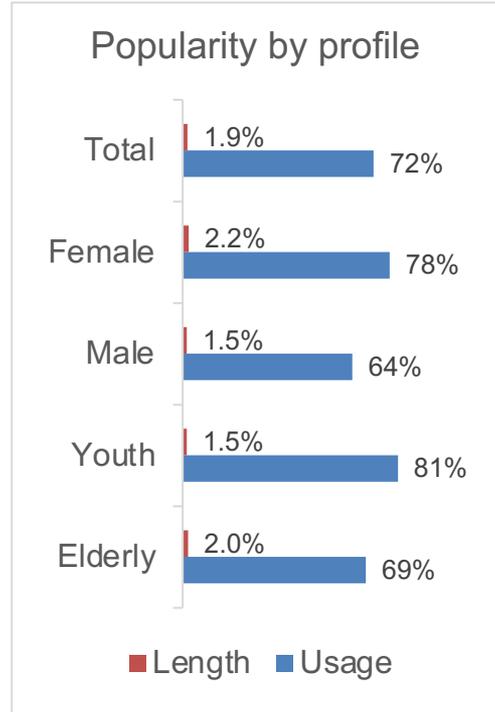
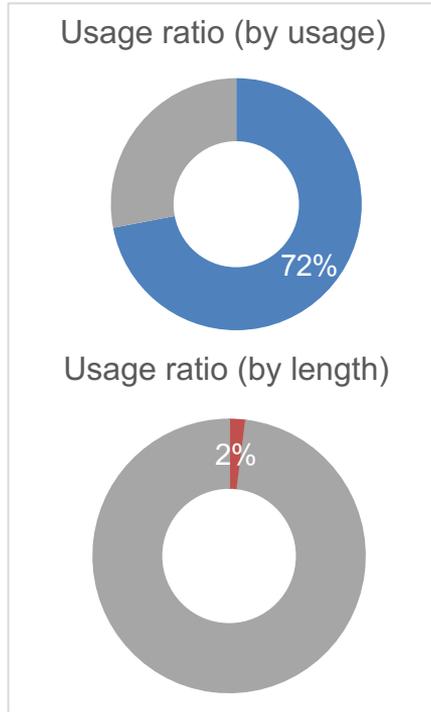
Default apps like Photos and Camera dominate usage, while CapCut leads among downloaded editing apps for content creation.



Default		Usage	Length
No.1	 Photos	89%	1.0%
No.2	 Camera	83%	0.7%
Download			
No.1	 CapCut	29%	0.3%
No.2	 Meitu	14%	0.08%
No.3	 Ulike	6%	0.02%
No.4	 Google Photo	3%	0.03%
No.5	 Foodie	3%	0.01%

# Shopping

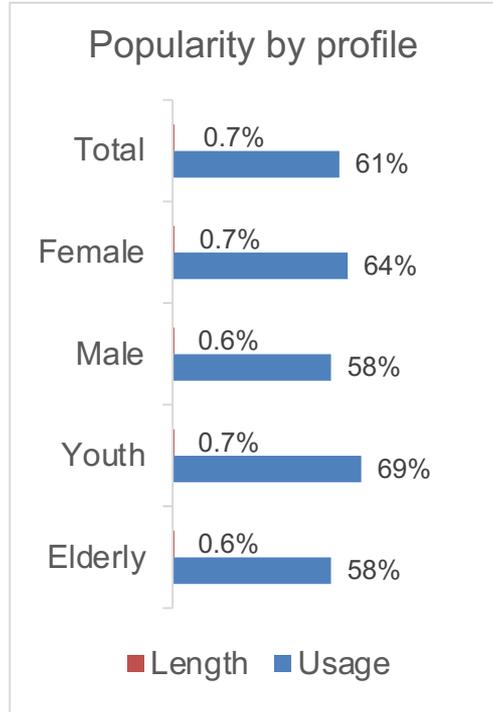
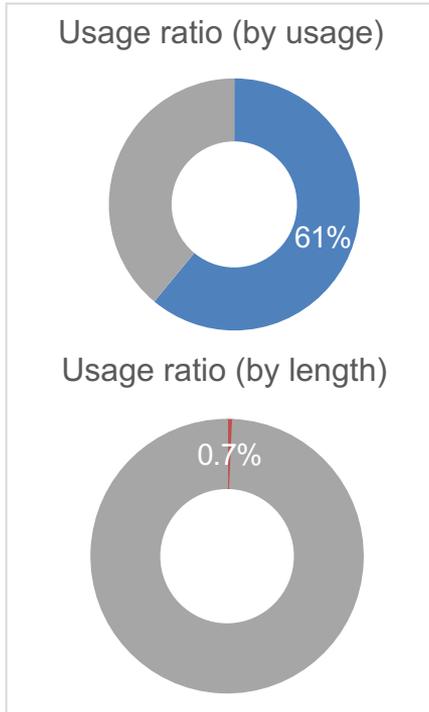
Shopee dominates online shopping usage.



			Usage	Length
No.1		Shopee	68%	1.87%
No.2		Lazada	8%	0.03%
No.3		Chợ Tốt	8%	0.04%
No.4		Hasaki	3%	0.01%
No.5		Highlands Coffee	1%	0.001%

# Transportation / Rideshare / Food delivery

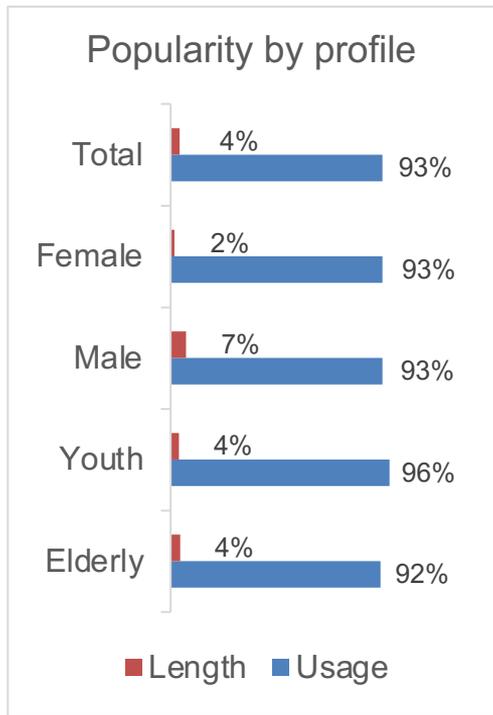
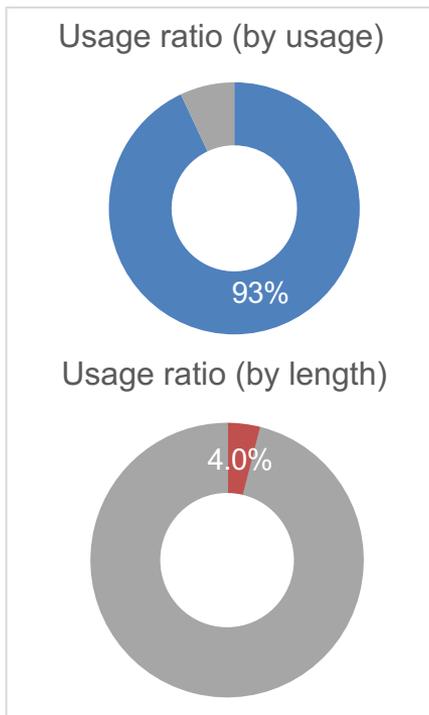
Grab remains the leading platform for ride-hailing and delivery, while Xanh SM is quickly gaining traction and ranks second in usage.



			Usage	Length
No.1	 Grab	Grab	44%	0.30%
No.2	 Xanh SM	Xanh SM	29%	0.10%
No.3	 Be	Be	20%	0.12%
No.4	 ShopeeFood	ShopeeFood	6%	0.04%
No.5	 Ahamove	Ahamove	3%	0.002%

# Mobile payment/ Bank application/ Finance

MoMo leads mobile payments, while Techcombank leads banking apps.

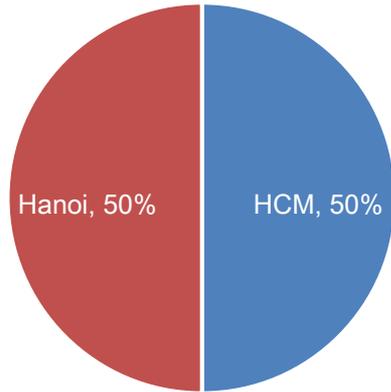


		Usage	Length
No.1	 MoMo	38%	0.58%
No.2	 Techcombank	34%	0.59%
No.3	 MB Bank	24%	0.21%
No.4	 VPBank NEO	23%	0.13%
No.5	 VCB Digibank	19%	0.16%

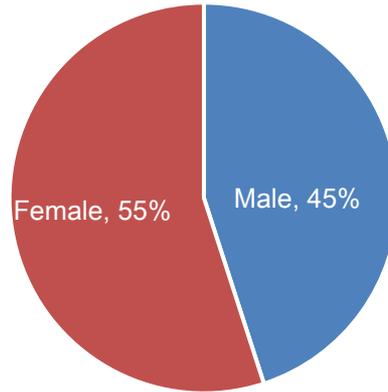
\*Top apps: not include essential default apps of iOS system

# Respondent profile (N=100)

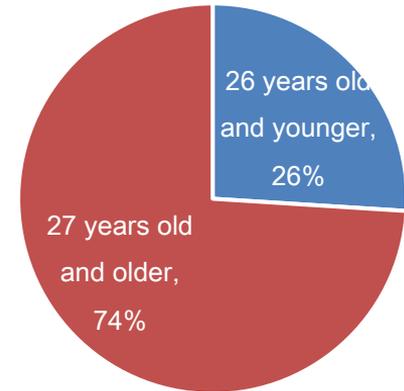
Area

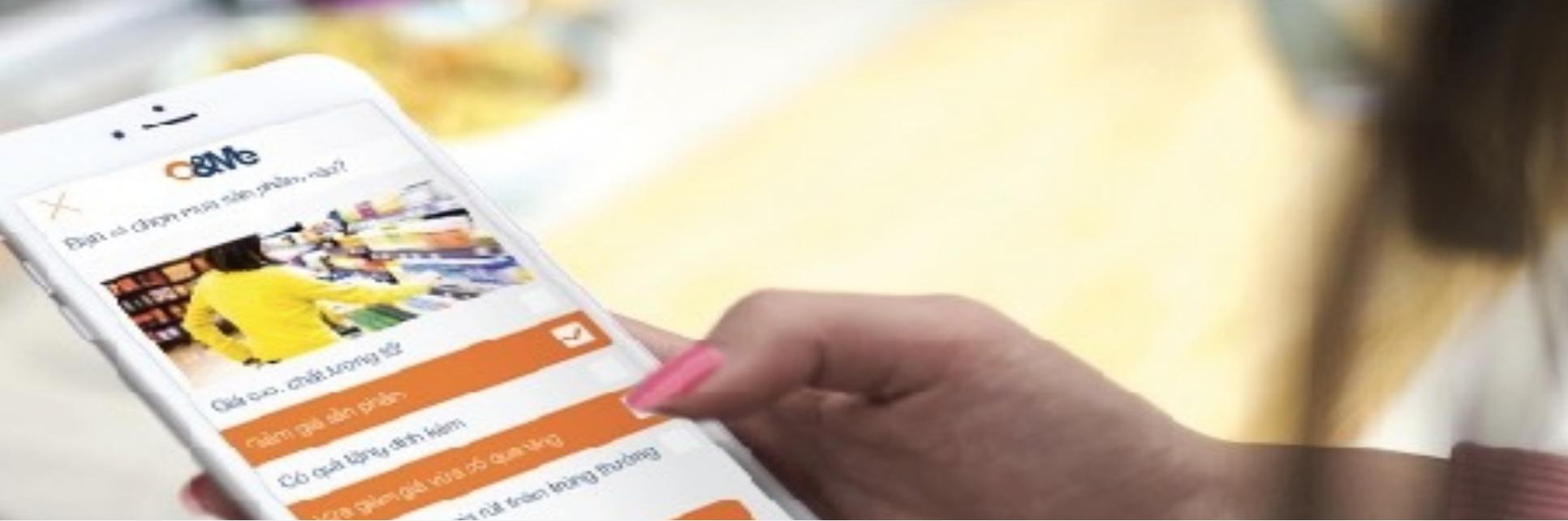


Gender



Age



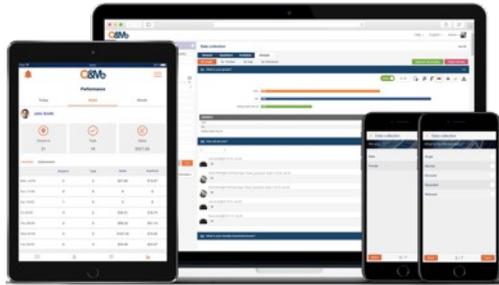


## Q&Me – About Online Market Research Services

# 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



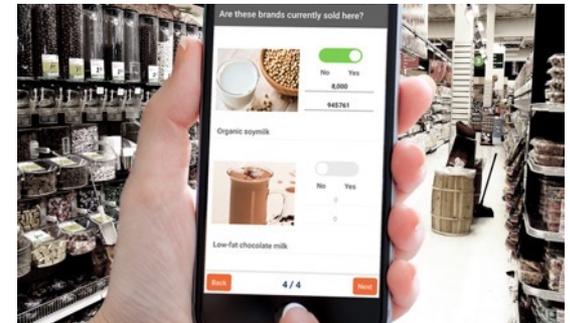
Q&Me is biggest online research service provider

We own **over 700,000 Vietnamese panelist with the variety of the profiles**. With the proprietary reward and quality scheme, we deliver the research results soonest



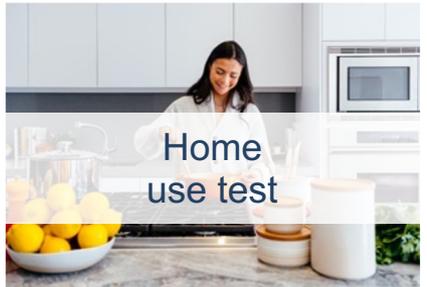
Proprietary research platform for superb quality

We have **500 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



# About our market research

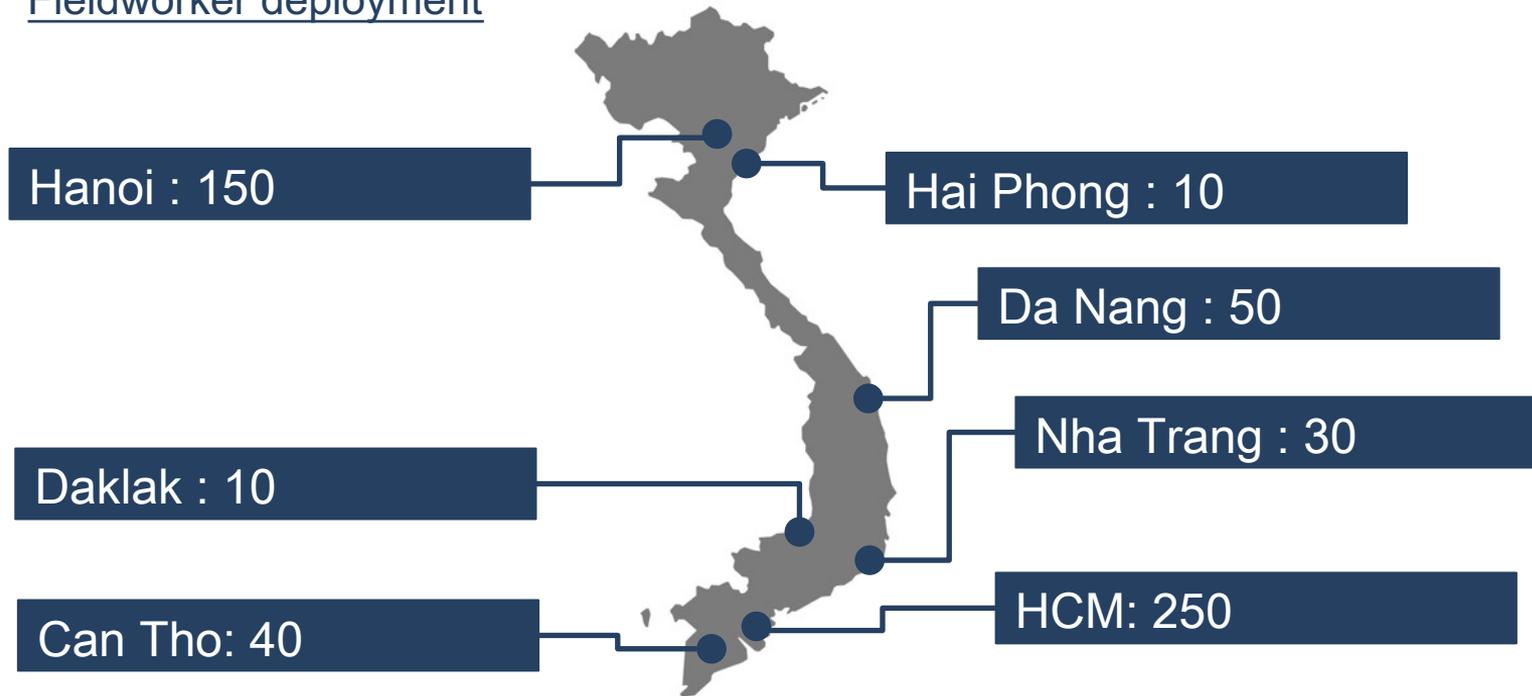
We provide a variety of market research to provide actionable hints to maximize your business in Asia



# Accessibility – Our fieldwork management

More than **500 well-educated fieldworkers nation-wide** with the real-time connections via **our dedicated mobile app** for higher quality data collections

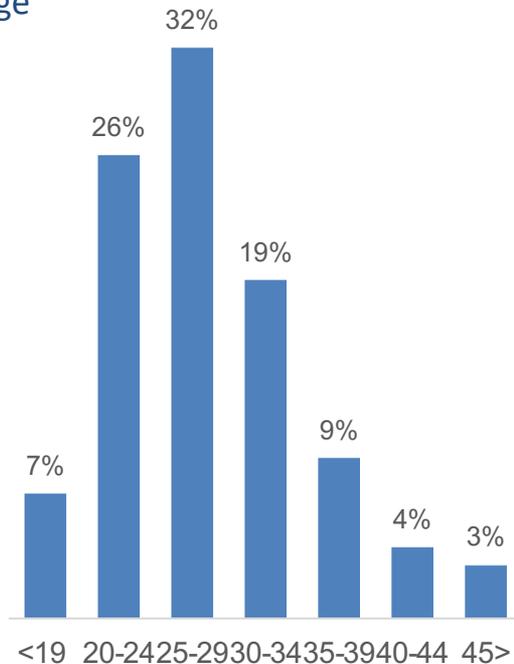
## Fieldworker deployment



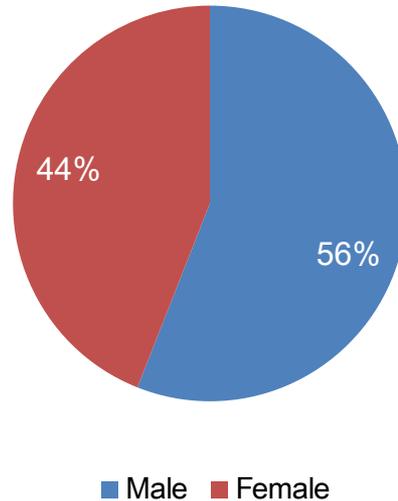
# Reachability (Online) - Our online panels

We have **700,000 members** nationwide who are eager to share their opinions. Our data provisions are quickest due to this **vast direct panel system**.

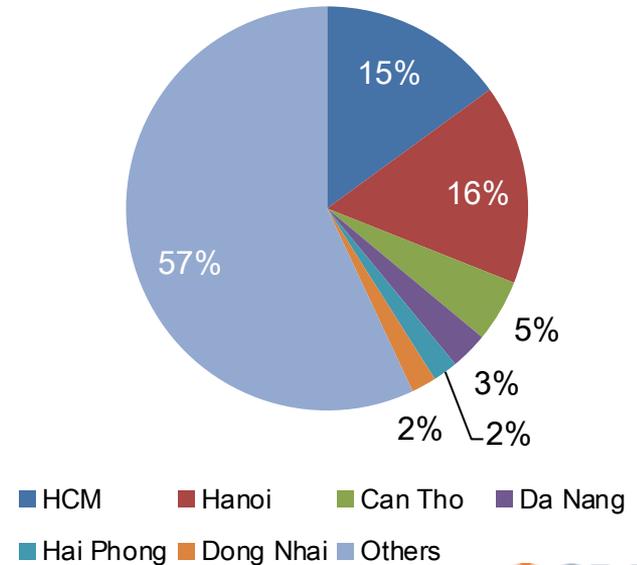
Age



Gender



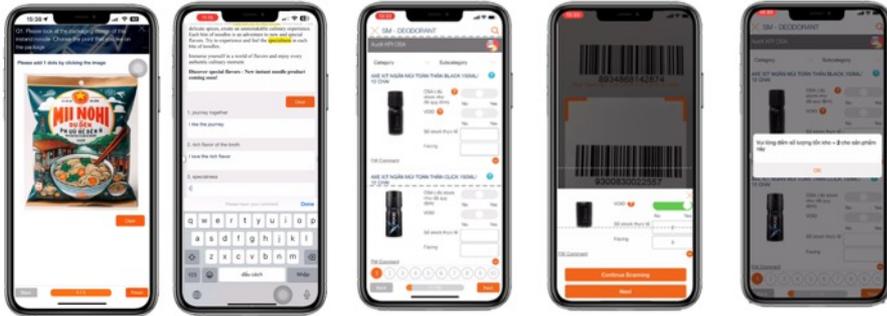
City



# Technology - Seamless project management

Our proprietary research platform enables us to collect data more quickly, efficiently, and with higher quality.

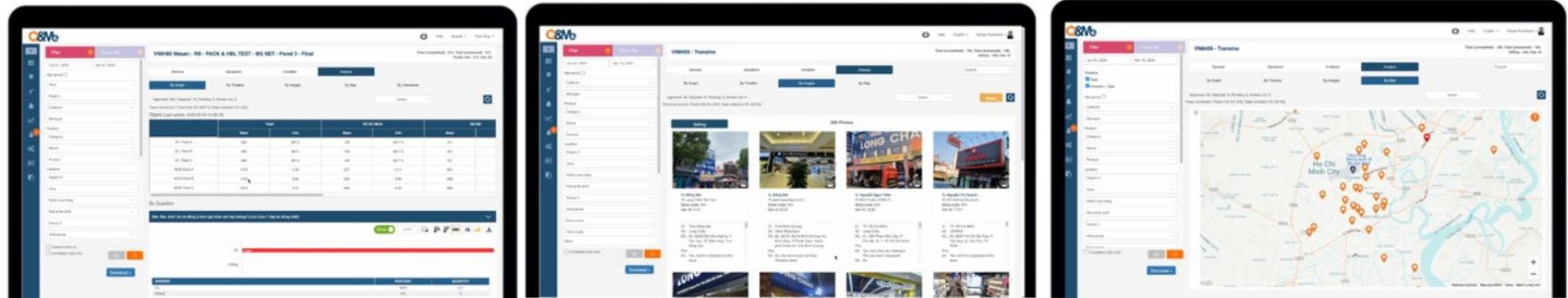
## Mobile technology for our fieldworkers



## Conversational AI research



## Analytical platform (dashboard, image-analysis, geographic analysis)



# Our customers

Food & Beverage	Beauty / Health	Electronics	Automotive	Consulting / agency
				
Finance	Technology	Retail	Housing / Real estate	Others
				



Q&Me is provided by Asia Plus Inc.

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