



Cooling Vietnam: How Urban Consumers Outsmart the Heat

Asia Plus Inc.

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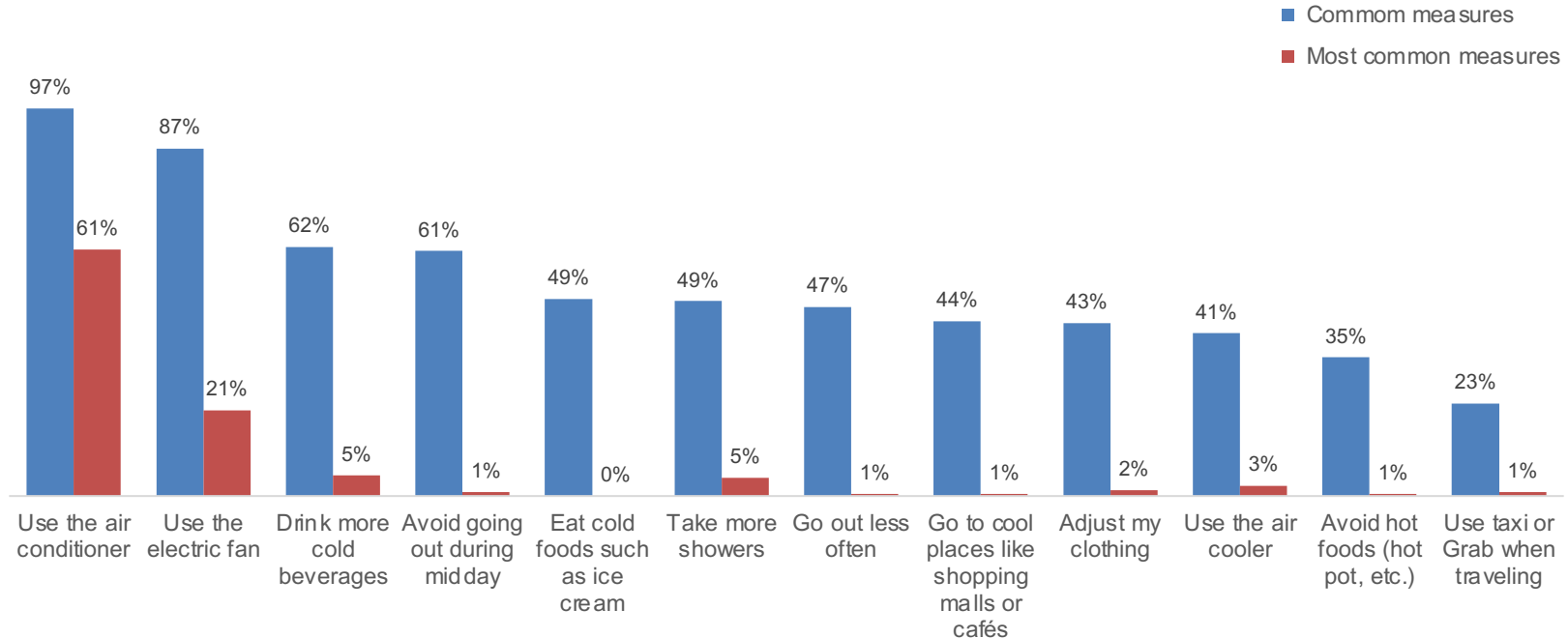
Overview

As Vietnam's cities grow hotter each year — with record-high temperatures, rising humidity, and longer heat seasons — managing heat has become a daily reality for urban consumers. At the same time, electricity costs continue to climb, and households face mounting pressure to stay cool without overspending. This study aims to understand how Vietnamese urban consumers experience and respond to hot weather: what appliances they rely on, how they combine and operate them, what behaviors they adopt beyond technology, and how concerns about health, comfort, and electricity bills shape daily choices.

Based on a survey of 192 residents across Ho Chi Minh City and Hanoi (ages 20–49), this report examines cooling appliance ownership and usage patterns, heat-coping behaviors at home and outdoors, electricity bill anxiety, and differences across gender, age, and income segments. The findings provide brands, manufacturers, and marketers with a clearer picture of Vietnam's evolving cooling culture and the opportunities it presents.

Actions to deal with the hot weather

Other than using home cooling appliances, drinking iced beverages, eating ice cream, and taking showers are also popular ways to stay cool.

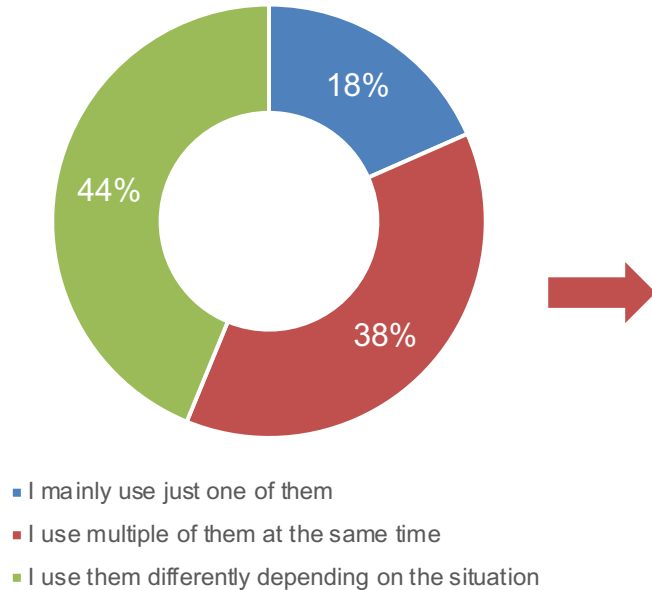


Q. Please select the measures you take in hot weather. / Among the above, please select the measure you take most often.

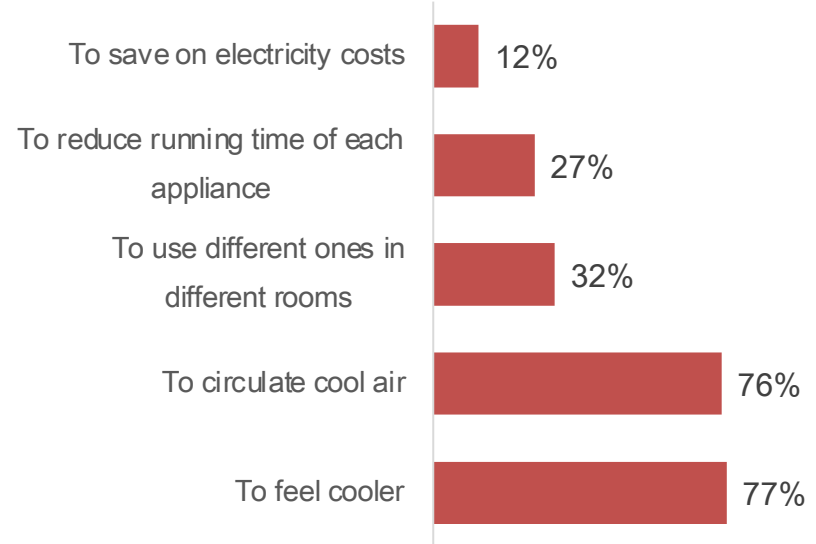
How to use home cooling appliances

38% use multiple appliances to make the room cooler, combining air-cooling appliances with air-circulating devices to distribute cool air more effectively.

How to use home cooling appliances

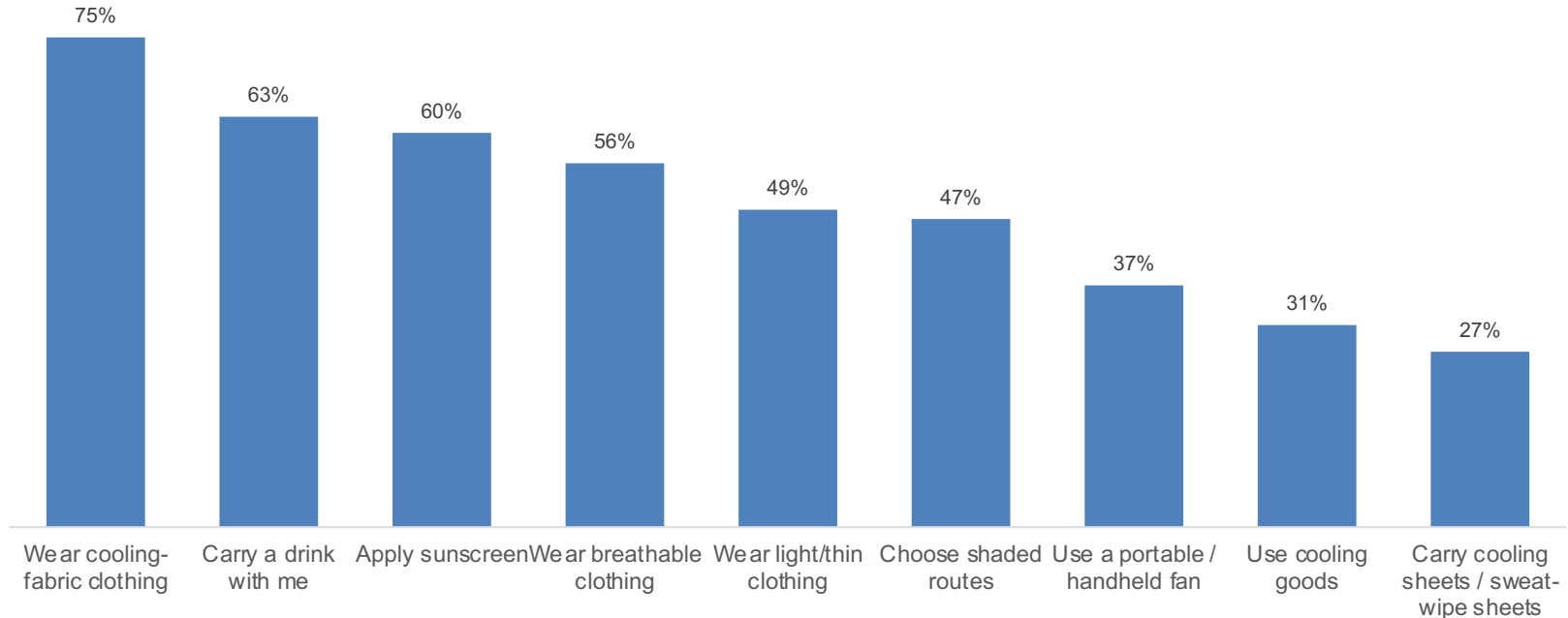


Why using multi appliances



Daily cooling habits at home and outdoors

In hot weather, people tend to wear clothing made from cool and breathable fabrics. Around 60% use sunscreen, and many also prefer routes with more shade when going outside.



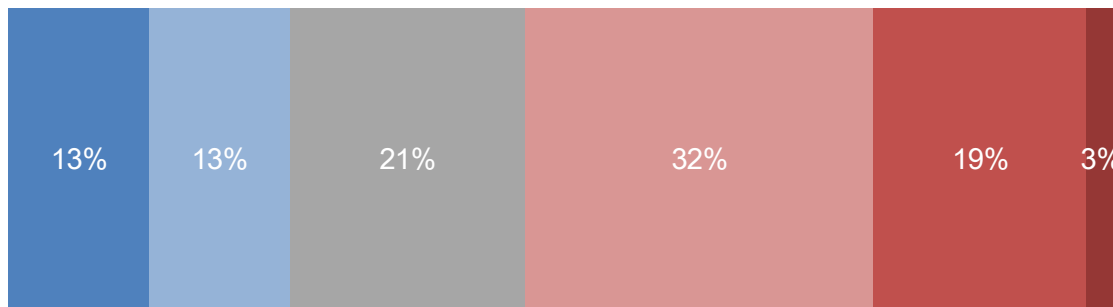
Q. Please select what you do to cope with hot weather when going out.



Riding attire in hot weather

54% (Male=43%, Female=64%) are willing to keep their body covered with clothing even in hot weather.

54% Those who tend to keep their body covered even in hot weather.
(Male = 43%, Female = 64%)



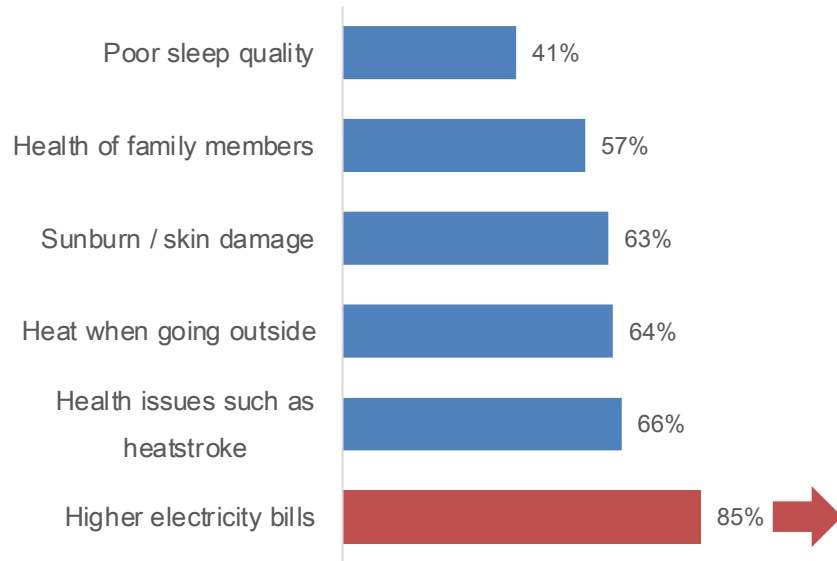
- I always ride lightly dressed in hot weather
- I usually ride lightly dressed in hot weather
- Sometimes I ride lightly dressed, sometimes covered up
- I usually ride with my body covered (long sleeves, jacket, etc.) even in hot weather
- I always ride with my body covered (long sleeves, jacket, etc.) even in hot weather
- I don't ride a motorbike on hot days

Q. Please select what is most applicable to you in terms of what you wear when riding a motorbike in hot weather.

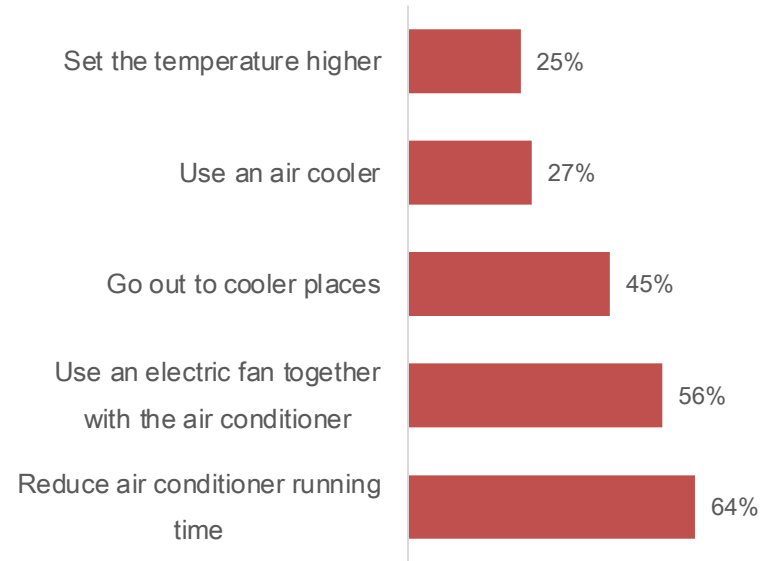
Concerns on the hot weather and cost saving actions

High electricity costs are the biggest concern. As a result, people tend to reduce the running time of home appliances or use multiple devices together for more efficient cooling.

Concerns on the hot weather

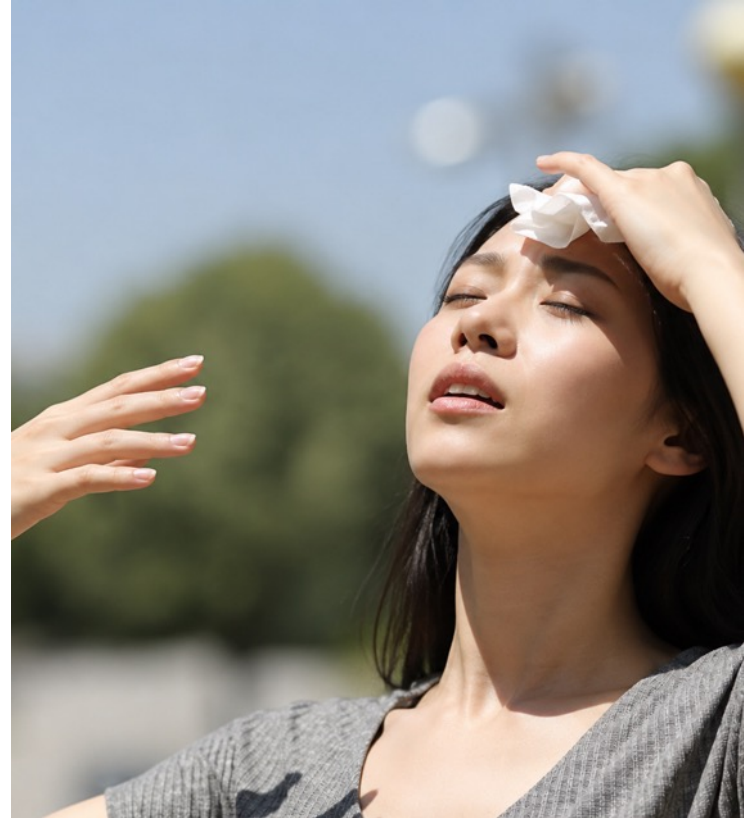


Concerns on the hot weather



Behavior differences - by age

- **Young consumers eat and drink their way through the heat** — 74% drink more cold beverages and 66% eat cold foods / ice cream, vs only 55% and 36% of older. Cooling is consumed, not just operated.
- **Older consumers spend on transport to escape heat** — 38% use taxi/Grab specifically to avoid heat exposure, almost triple the young (13%). For them, paying their way out of the heat is normal.
- **Young consumers are the bill-anxious segment** — 49% are "very concerned" about electricity bills vs only 27% of older. Despite earning less, they feel the cost of cooling more sharply.
- **Older consumers commit to one appliance; young consumers layer everything** — 25% of older mainly use one device vs 15% of young. The older segment is more habit-driven and single-mode; the young constantly switch and combine.



Behavior differences – by gender

- **Sunscreen is the sharpest gender split in the entire dataset** — 76% of women apply sunscreen vs only 45% of men. Skin protection is a female code in Vietnam, not a unisex behavior.
- **Women cover up more on motorbikes** — 60% always or usually ride fully covered (long sleeves/jacket), vs 42% of men. Conversely, 37% of men "always or usually" ride lightly dressed (vs 12% women).
- **Men relocate themselves; women carry tools with them** — men are more likely to escape to malls/cafés (49% vs 41%) and modify their clothing for breathability (61% vs 50%); women lean on portable handheld fans (42% vs 34%) and skin care.
- **Bill anxiety is identical across genders** — 38% "very concerned" in both. Electricity is a *household* worry, not a gendered one.



Behavior differences – by income

- **Higher income buys mobility and protection, not less worry-driven action** — 70% of high-income use sunscreen (vs 52% low), 56% adjust clothing (vs 37%), 31% pay for Grab/taxi (vs 22%). They cope by upgrading their gear and transport.
- **Lower income substitutes with showers and resilience** — 52% of low-income take more showers (vs 39% high) and they go out more often during hot weather (only 43% reduce outings vs 56% of high). When you can't pay your way out, you adapt your body.
- **Bill anxiety is strongly inverse to income** — 43% of low-income are "very concerned" about electricity bills, vs only 30% of high-income. The lower you earn, the more cooling feels like a financial threat.
- **The AC+fan layering habit is universal, not a budget hack** — ~57% pair fan with AC across every income tier. This is Vietnamese cooling culture, not a money-saving workaround for the poor.



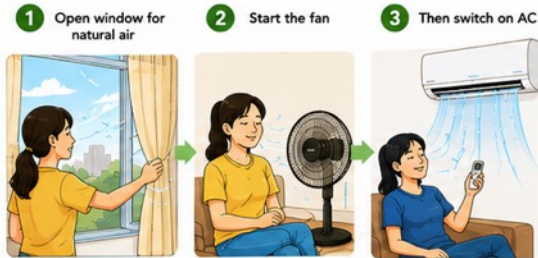
Vietnamese techniques to deal with hot weathers

1 Thermal staging — never go straight from hot to cold air

Vietnamese consumers deliberately step down body temperature in stages — letting sweat dry, opening windows, or starting a fan before switching to AC. They frame sudden cold as a health risk, using the phrase “*tránh sốc nhiệt*” (avoid thermal shock), not just a comfort preference.

“ I open the window for natural air first, then turn on the fan when I come home — it cools me down gradually, doesn't give me thermal shock, and I'm quite satisfied with this habit. ”

— Female, 20–29, Ho Chi Minh City



“*tránh sốc nhiệt*” (avoid thermal shock)
Health first, not just comfort.

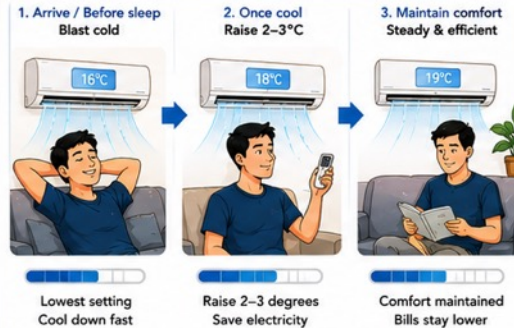
2 Active AC temperature laddering — blast cold, then climb back up

Rather than picking one setting, consumers manually adjust AC temperature throughout a session. Many start at the lowest setting on arrival or before sleep, then raise it 2–3 degrees once cool, treating the thermostat like a manual gear shift to balance comfort and electricity cost.

“ I set the AC at the lowest temperature as soon as I get home from outside to cool down fast, then I raise it 2–3 degrees once I feel cooler. I'm very satisfied with this method. ”

— Male, 20–29, Hanoi

Manual gear shift for comfort & electricity savings

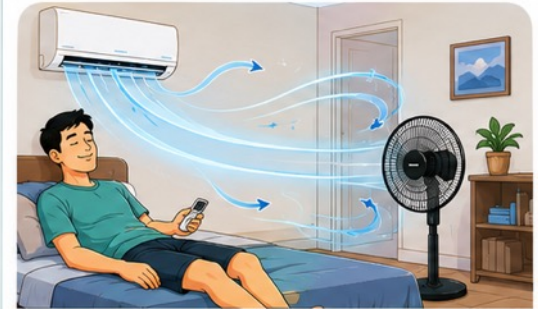


3 Fan + AC = a delivery system, not a backup plan

The fan-with-AC combo is overwhelmingly described as making the AC work better — circulating cold air across the room — rather than as a fallback when AC is insufficient. Vietnamese consumers see fan and AC as one connected system: AC produces cold, fan delivers it.

“ I turn on the AC in the bedroom, then add a low-speed fan because the fan circulates the cool air better and makes it feel cooler than just using the AC alone. ”

— Male, 30–39, Ho Chi Minh City



❄️ AC produces cold + 🌀 Fan delivers it everywhere = 🏠 Better cooling, more comfort

Vietnamese techniques to deal with hot weathers

4 Face-washing as the workplace cooling micro-ritual

When AC isn't available or strong enough at the office, washing the face becomes a deliberate cooling tactic — a free, fast, socially acceptable reset that buys about 10 minutes of relief. It's a uniquely Vietnamese office-survival behavior that's invisible in closed-end answer lists.

“ When I feel hot at the office, I wash my face and dry it — it's quite effective, the coolness lasts about 10 minutes, then I use the electric fan or AC to extend it. ”

— Male, 30–39, Hanoi



Free, fast, socially acceptable reset that buys ~10 minutes of relief.

5 Cooling-from-the-inside — diet as a temperature regulator

Beyond drinks, some consumers actively re-engineer their food choices to “giảm nóng trong” (reduce internal heat) — swapping fried for boiled, chili for ketchup, soda for water, or adding sports drinks for mineral replenishment. Hot weather is treated as something to manage metabolically, not just externally.

“ I prioritize cool foods, less oil and less spicy. Recently at a fried chicken shop I swapped chili sauce for ketchup and chose plain water instead of soda — my digestion was lighter. I plan to switch to boiled chicken to reduce internal heat more effectively. ”

— Female, 30–39, Ho Chi Minh City



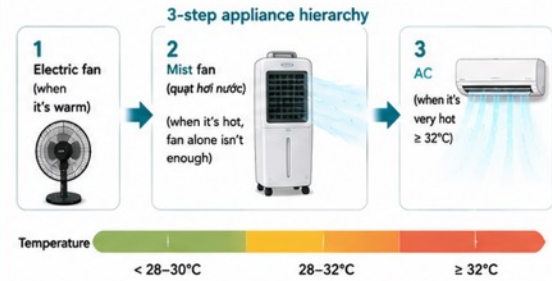
Reduce internal heat, support digestion, replenish minerals — manage from within.

6 The mist fan as a deliberate middle tier

Vietnamese consumers have a clear 3-step appliance hierarchy: electric fan → mist fan (*quạt hơi nước*) → AC. The mist fan is consciously chosen when fan-alone isn't enough but AC feels wasteful — a humidity-adding intermediate option used at specific temperature thresholds.

“ I use the mist fan first, and only switch to AC when the temperature reaches around 32 degrees or more. The mist fan while lying in bed scrolling on my phone is quite effective and cool enough to relax. ”

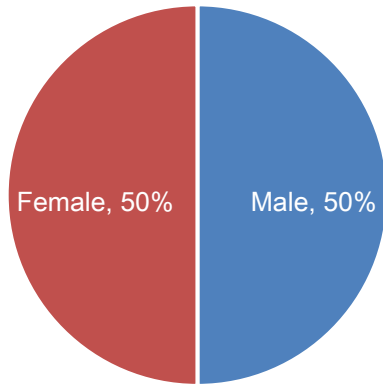
— Male, 30–39, Hanoi



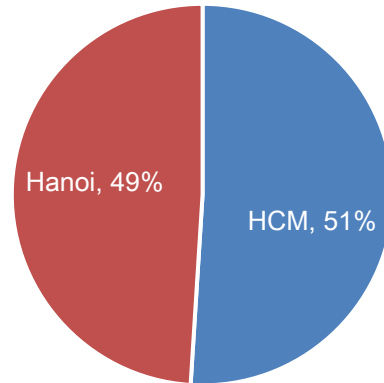
Mist fan = humidity-adding middle tier that cools better than fan, costs less than AC.

Respondent profile (N=200)

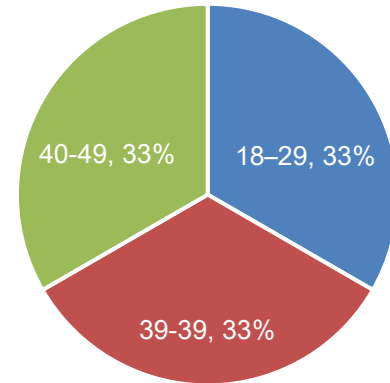
Gender



City



Age



Key highlight - Who we are

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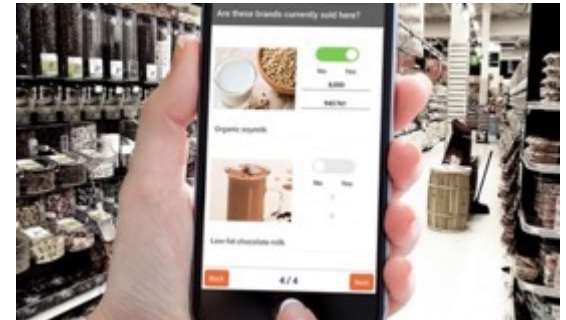
Q&Me is biggest online research service provider

We own **over 600,000 Vietnamese panelist with the variety of the profiles**. With the proprietary reward and quality scheme, we deliver the research results soonest



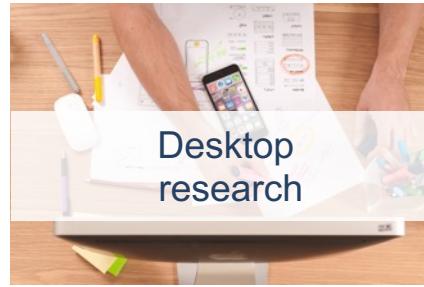
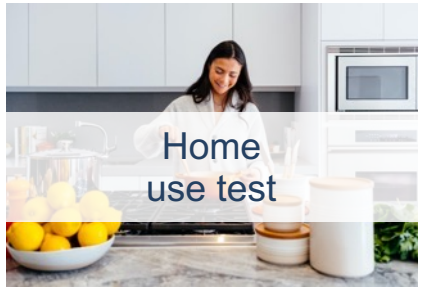
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