

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

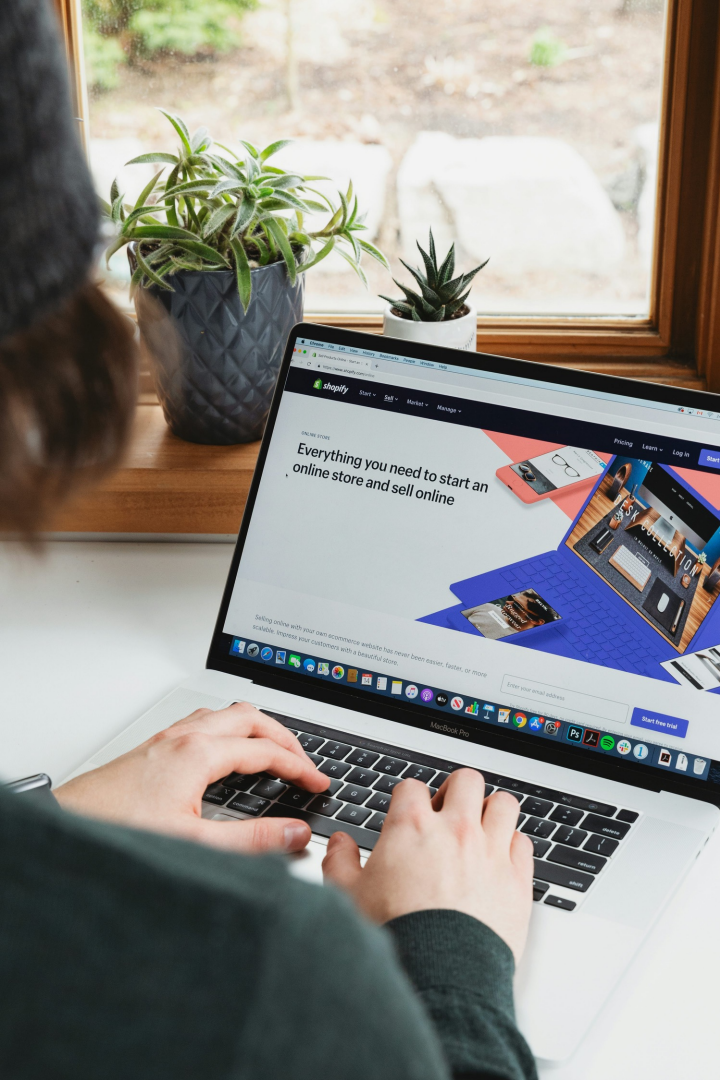
Vietnam EC trend in Vietnam 2026

Asia Plus Inc.

Overview

This market research report provides an in-depth analysis of the e-commerce (EC) market trends in Vietnam as of 2026. The research was conducted through intensive consumer surveys involving a sample size of 359 online shoppers, combined with a comprehensive analysis of EC transaction data sourced from Metric.vn. Our goal was to uncover the latest trends in the EC market, explore consumer behaviors, and understand their motivations and brand perceptions. This report offers valuable insights into the current state of Vietnam's EC landscape, highlighting key factors that influence online shopping habits.

The findings were summarized in May 2026 to ensure the most up-to-date perspectives on the evolving EC market.









EC industry trend

Handwritten notes in a notebook:

Handmade - you can get an
other - make
never pay for a label!
try and have a unique look
darker bag - have hand
soap looks on the bottles
Some bottles

The two-horse race — Shopee and TikTok Shop





TikTok Shop has reshaped the platform pecking order — moving from a small social-commerce experiment to a near-parity #2, highlighting the rapid acceleration of “shoppertainment”. Shopee continues to grow, but signs of slowing momentum have started to emerge. Meanwhile, Lazada and Tiki are experiencing significant declines, with Tiki having nearly disappeared from the market and exiting the category.

PLATFORM	2025 GMV (Mil USD)	2026 GMV (Mil USD)	YOY Growth
 Shopee	6008	7286	+21%
 TikTok Shop	3262	5960	+83%
 Lazada	607	385	-37%
 TIKI.VN	27	5	-82%

TikTok Shop – Market share gainer

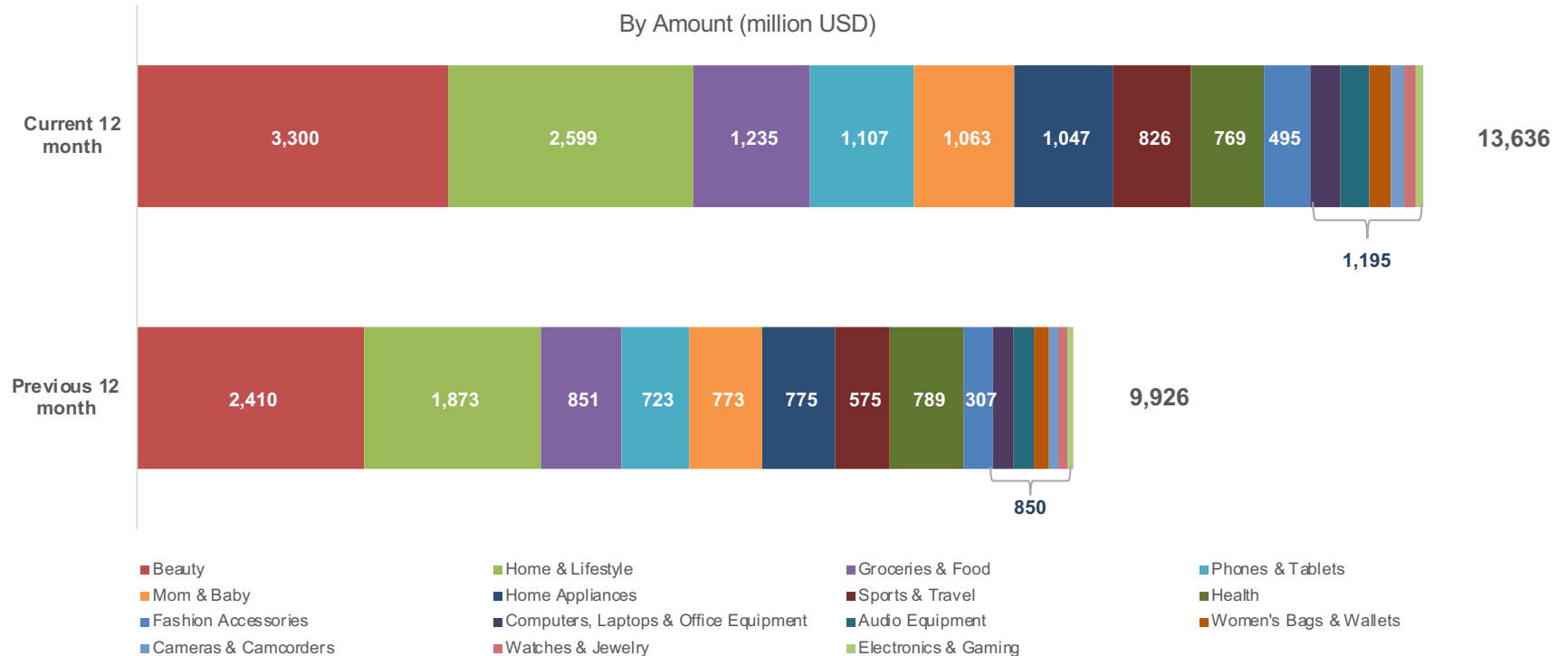
Shopee and Lazada's market share is gradually being taken over by TikTok Shop.

With this strong growth momentum, Shopee is at risk of losing its market leader position to TikTok Shop.

PLATFORM	2025 GMV Share	2026 GMV Share	Share gain/ loss
 Shopee	61%	53%	-7%
 TikTok Shop	33%	44%	+11%
 Lazada	6%	3%	-3%
 TIKI.VN	0%	0%	0%

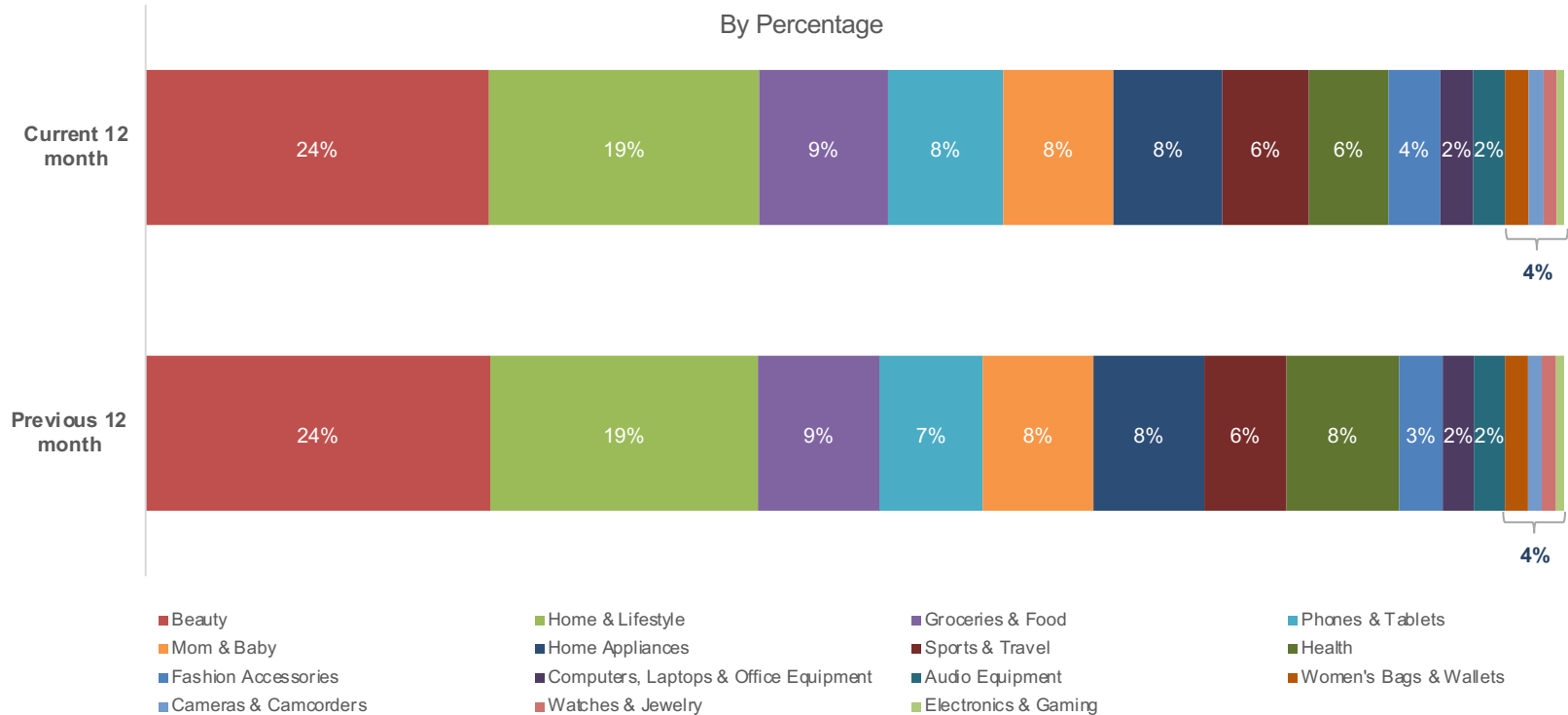
EC trend 2025 v.s 2026 (growth)

Beauty and Home & Lifestyle remained the key growth drivers as essential modern-life categories. Meanwhile, Groceries & Food surged — signaling e-commerce has captured everyday essential needs, not just discretionary shopping.



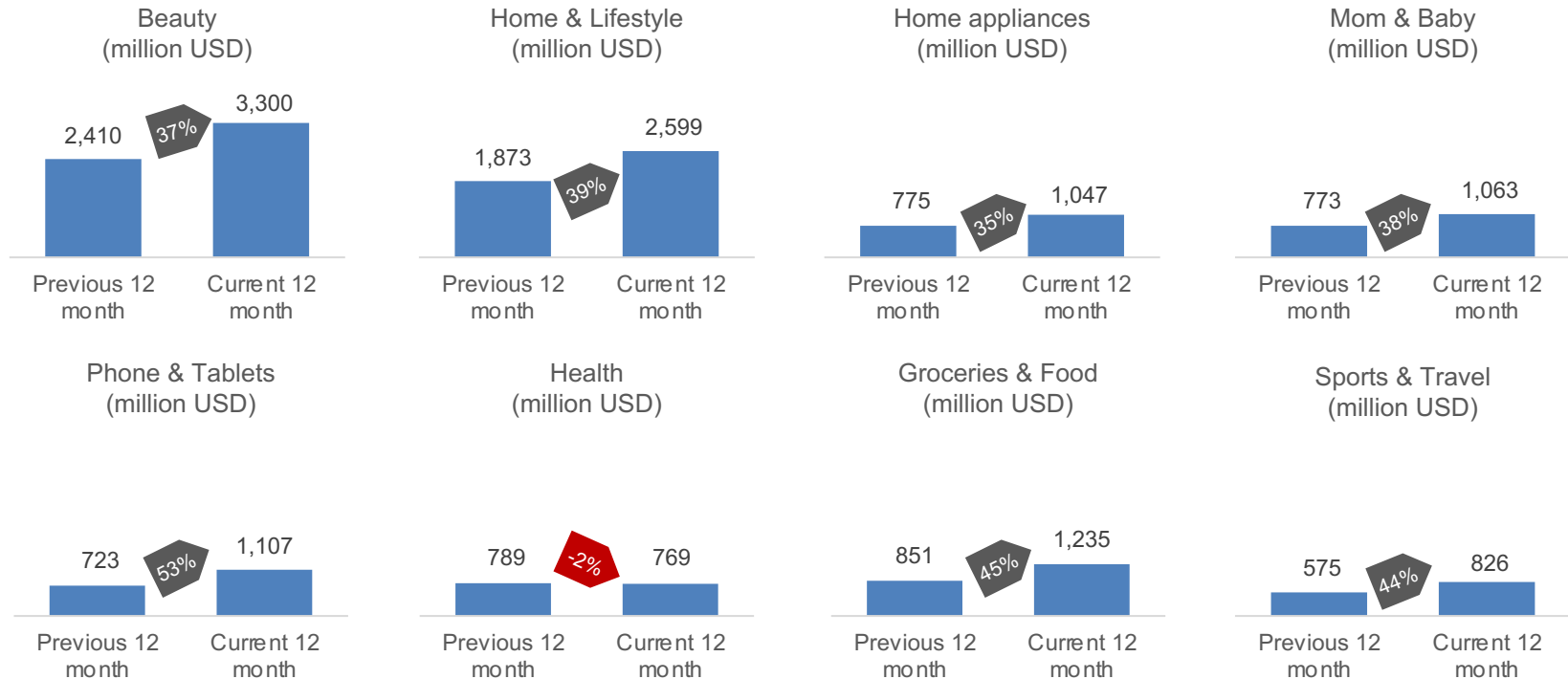
EC trend 2025 v.s 2026 (Ratio)

The 2026 e-commerce market remained stable across leading categories such as Beauty and Home & Lifestyle, while Phones & Tablets and Fashion Accessories gained slight market share.



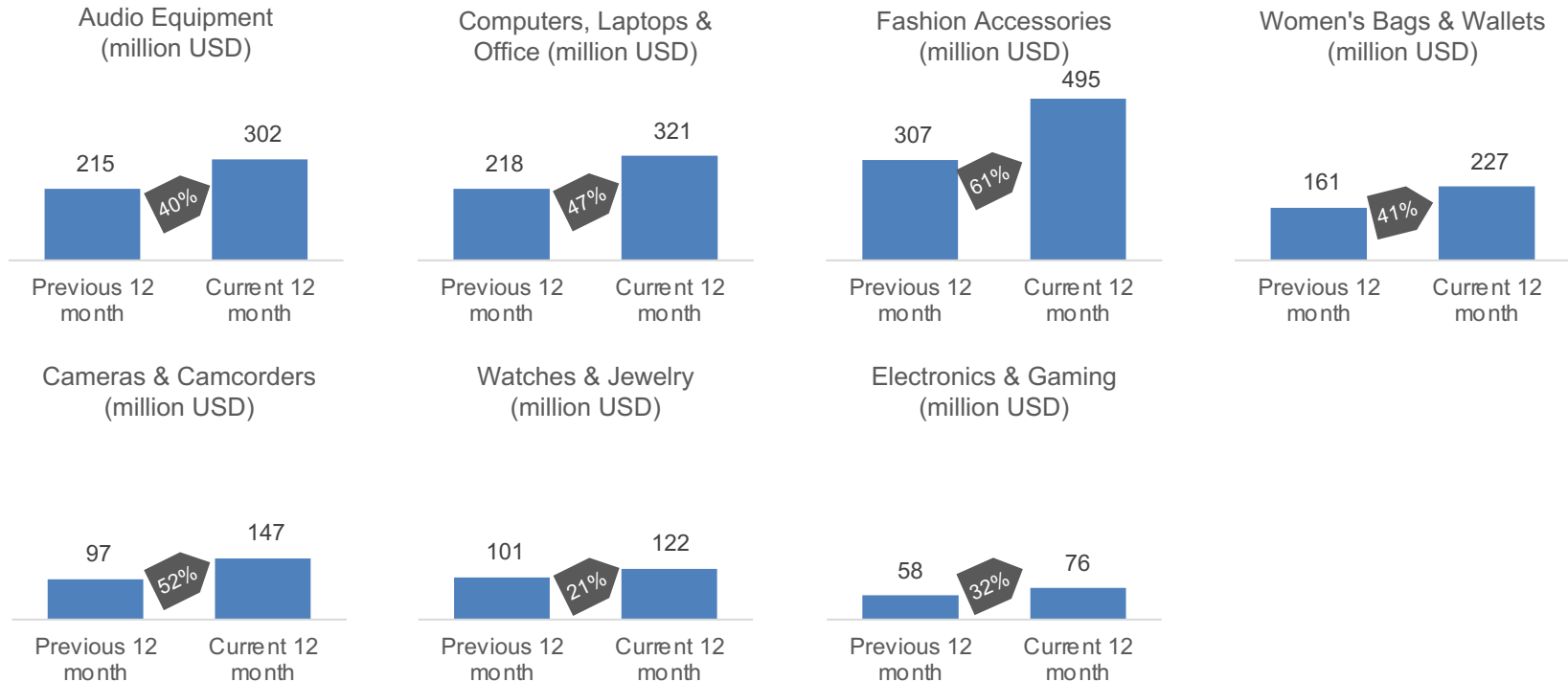
EC trend and growth by category (1)

Beauty, Home & Lifestyle, and Groceries continued driving e-commerce growth, while consumers shifted from health-focused spending to higher-value lifestyle and tech products.



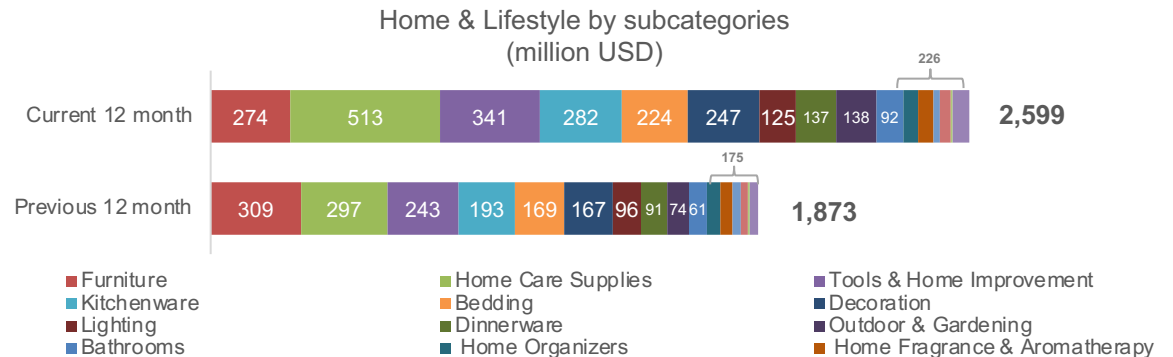
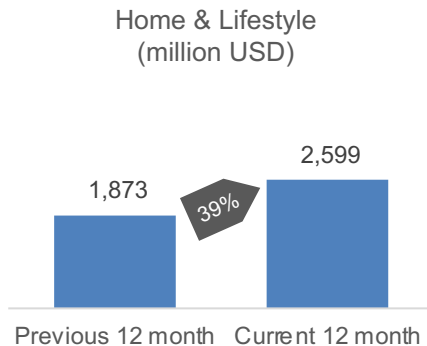
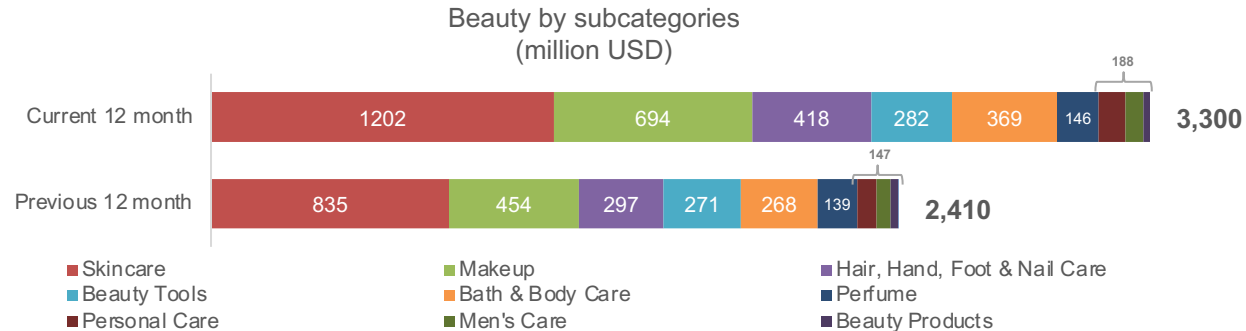
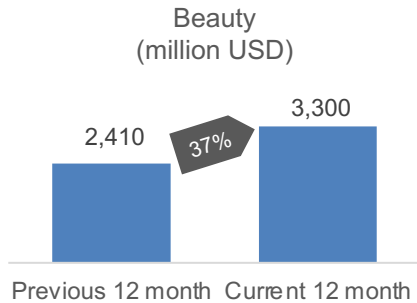
EC trend and growth by category (2)

Fashion Accessories led growth, while Cameras, Audio, and Computers surged as consumers spent more on digital lifestyles, content creation, and hybrid work.



By category: Beauty / Home & Lifestyle

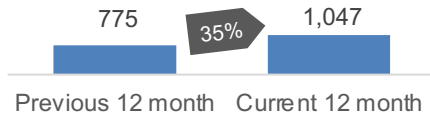
- **Beauty** reached USD 3.3B GMV in 2026 (+37%), driven by Skincare and Makeup, and remains Vietnam's largest e-commerce category—outpacing the next-largest by USD 700M+.
- **Home & Lifestyle** grew 39% to USD 2.6B. Key drivers: Furniture jumped 73% (USD 297M → USD 513M) and Home Care Supplies rose 40% (USD 243M → USD 341M).



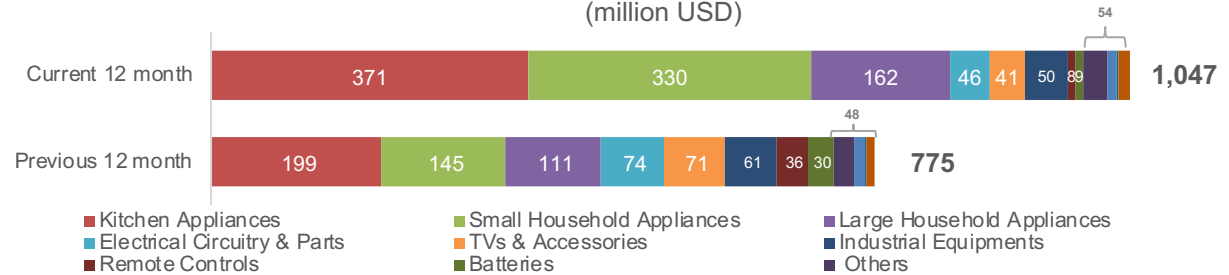
By category: Home appliances / Mom & Baby

- **Home Appliances** grew 35% to USD 1.05B, driven by Kitchen and Small Household Appliances, with Large Household Appliances also posting strong gains.
- **Mom & Baby** surged 38% to USD 1.06B. Diapering & Potty more than doubled (USD 145M → USD 320M), while Nursery declined (USD 61M → USD 43M). This shift reflects shoppers consolidating spend on daily-use essentials—a key opportunity for replenishment-focused brands.

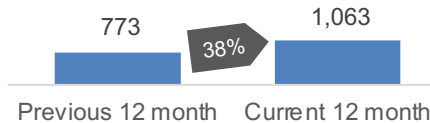
Home appliances
(million USD)



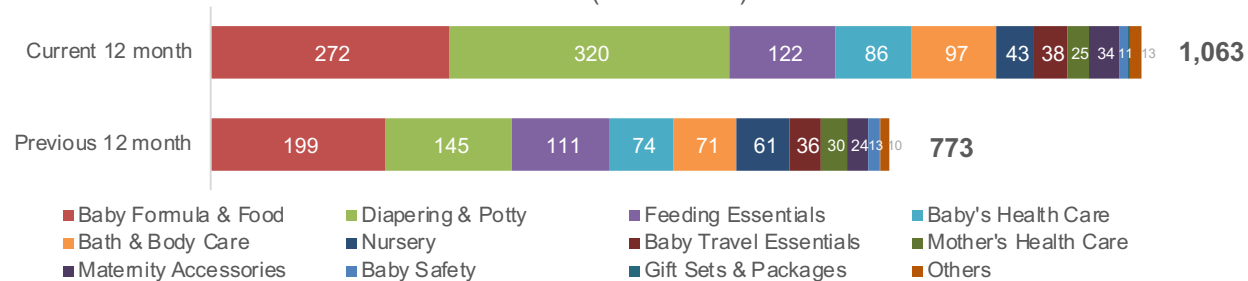
Home appliances by subcategories
(million USD)



Mom & Baby
(million USD)

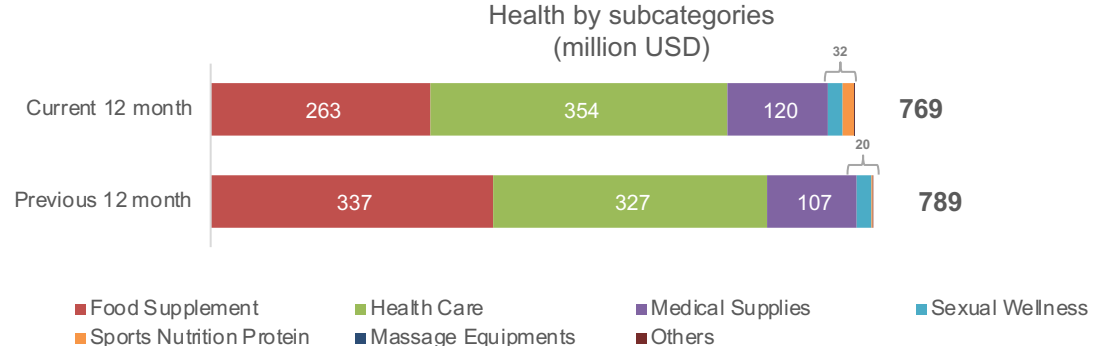
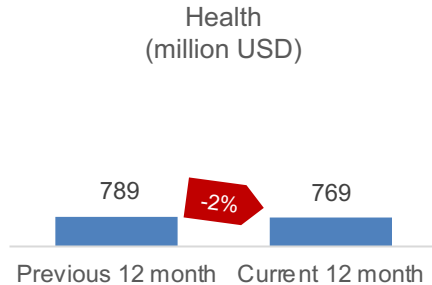
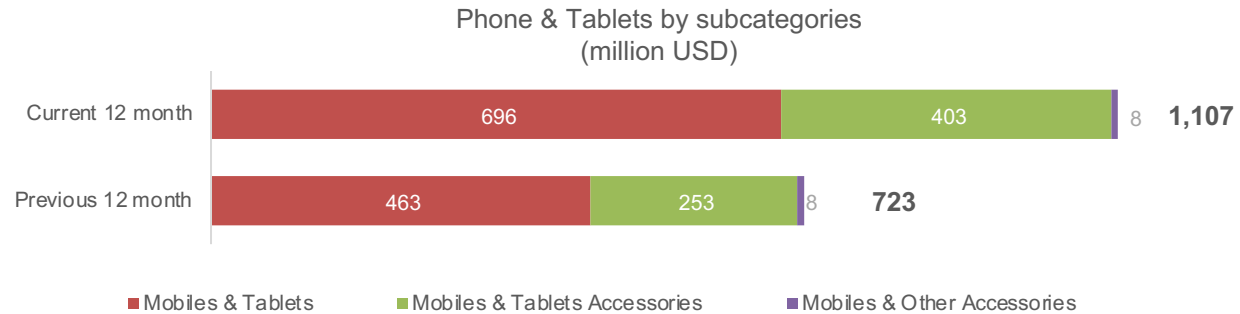
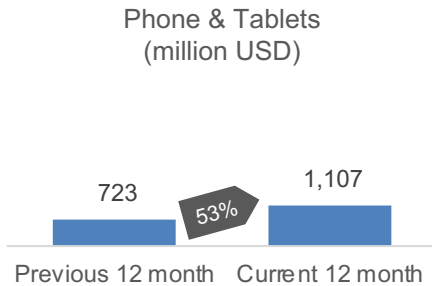


Mom & Baby by subcategories
(million USD)



By category: Phone & tablets / Health

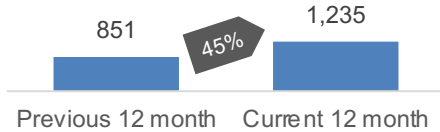
- **Phone & Tablets** surged 53% to USD 1.11B. Mobiles & Tablets jumped to USD 696M (+50%), and Accessories to USD 403M (+59%), driven by rising demand for tech upgrades.
- **Health** declined 2% to USD 769M—the only contracting category. Food Supplements fell 22% (USD 337M → USD 263M), while Health Care and Medical Supplies grew modestly.



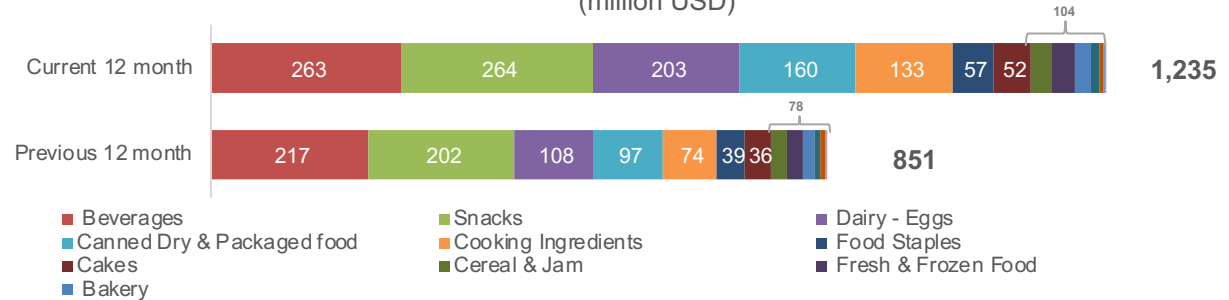
By category: Groceries & Food / Sports & Travel

- **Groceries & Food** grew 45% to USD 1.24B, driven by Dairy & Eggs doubling to USD 203M (+88%) and Canned, Dry & Packaged Food reaching USD 160M (+65%).
- **Sports & Travel** surged 44% to USD 826M. Growth was broad-based, led by Sports & Outdoor Recreation Equipment (largest contributor) and Sports & Outdoor Apparels as key growth drivers.

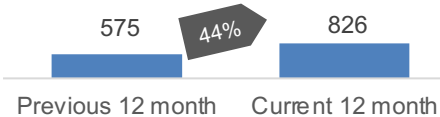
Groceries & Food
(million USD)



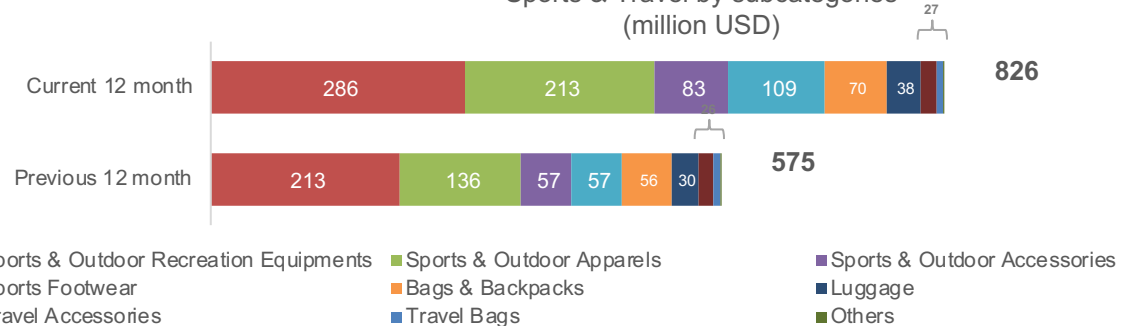
Groceries & Food by subcategories
(million USD)



Sports & Travel
(million USD)

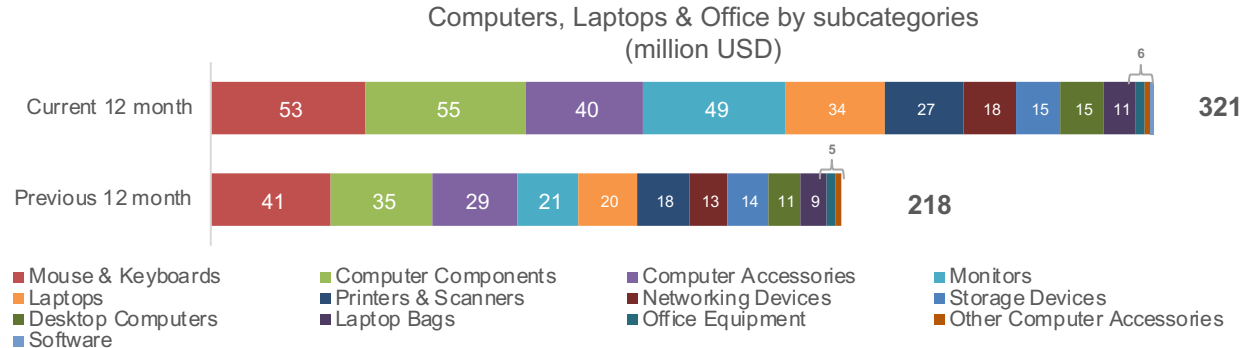
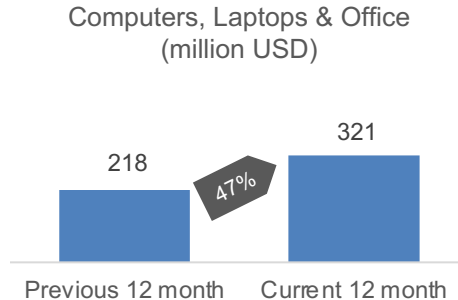
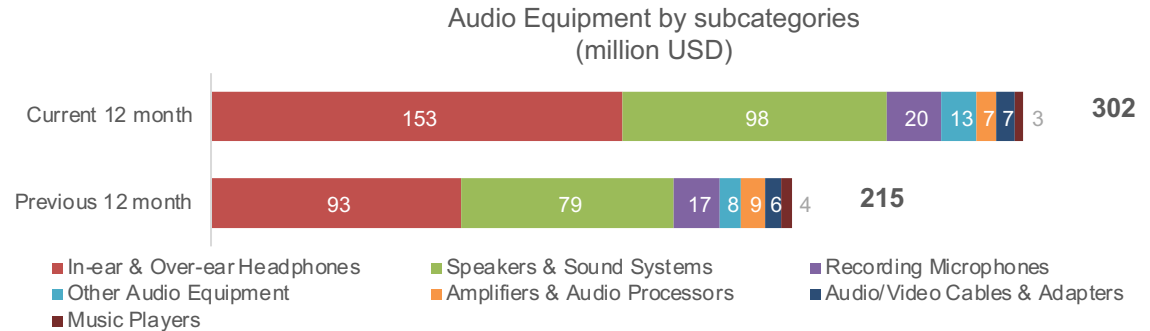
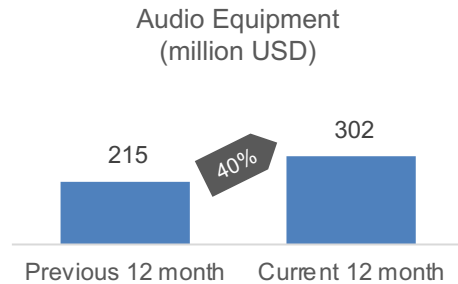


Sports & Travel by subcategories
(million USD)



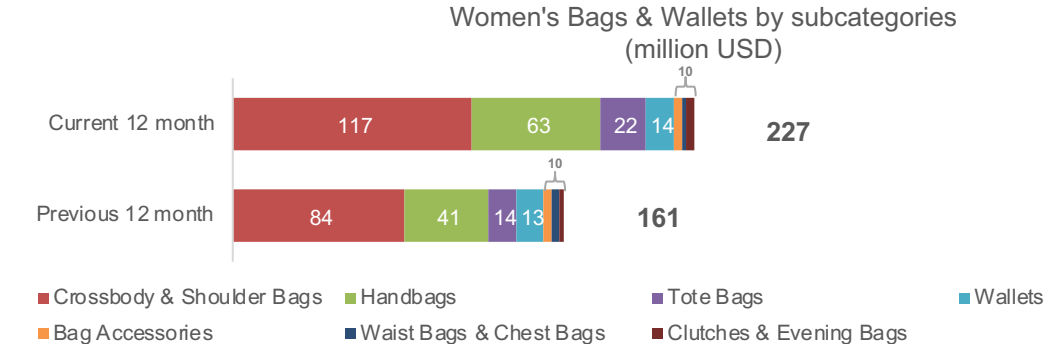
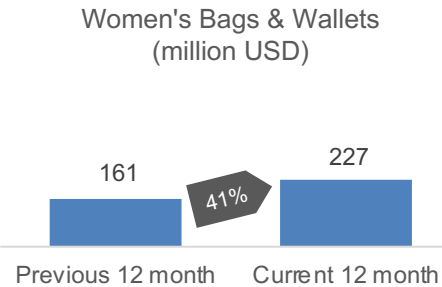
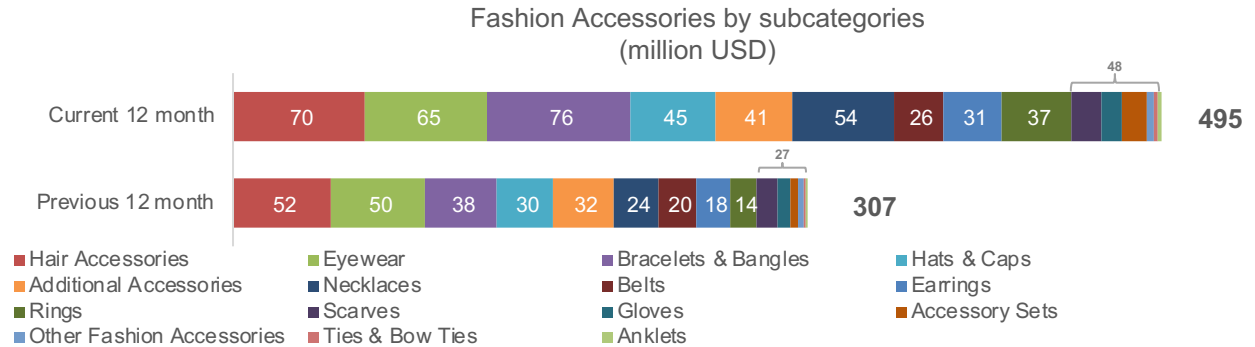
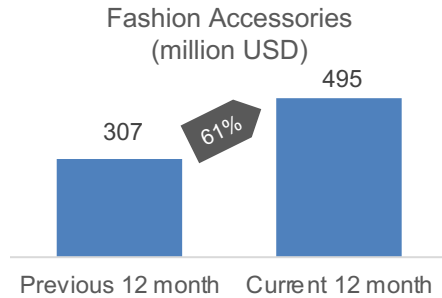
By category: Audio Equipment/ Computers & Office

- **Audio Devices** grew 40% to USD 302M, driven by In-ear & Over-ear Headphones surging 65% to USD 153M. Traditional segments (Amplifiers & Audio Processors, Music Players) declined.
- **Computers, Laptops & Office Devices** jumped 47%, with broad-based growth across Monitors, Laptops, Computer Components, and Printers & Scanners—signaling strong demand in both consumer and office segments.



By category: Fashion Accessories / Women's Bags & Wallets

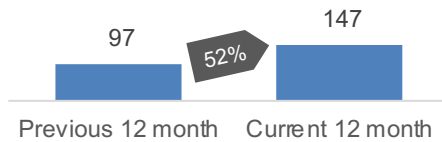
- **Fashion Accessories** is the fastest-growing category across all 15, driven by Accessory Sets, Rings, and Necklaces. Top contributors by share: Bracelets & Bangles (#1), Hair Accessories (#2), and Eyewear (#3).
- **Women's Bags & Wallets** grew 41% to USD 227M. Crossbody & Shoulder Bags, Handbags, and Tote Bags all expanded, with Handbags and Tote Bags posting the strongest gains.



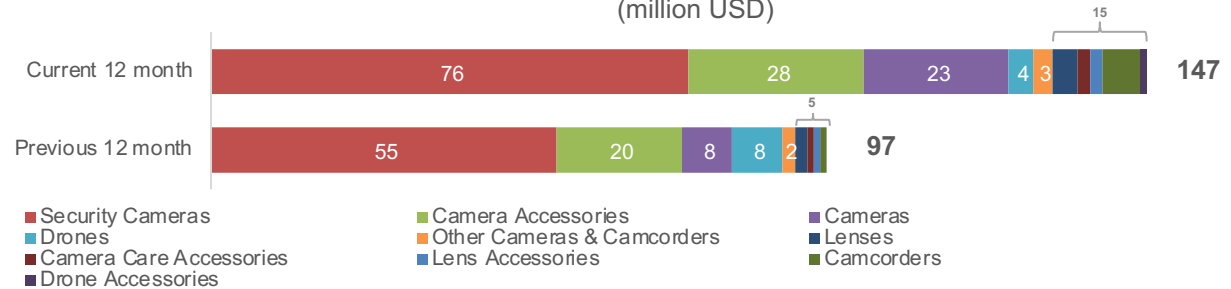
By category: Cameras / Watches & Jewelry

- **Camera** surged 52% to USD 147M. Cameras nearly tripled to USD 23M (from USD 8M)—the standout driver. Security Cameras and Camera Accessories maintained steady growth and continued to contribute significantly.
- **Watches & Jewelry** grew 21% with all subcategories positive. Though below platform average, broad-based expansion signals stable, sustained demand across segments.

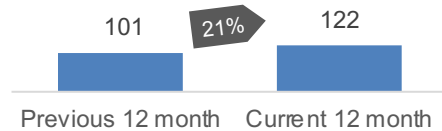
Cameras & Camcorders
(million USD)



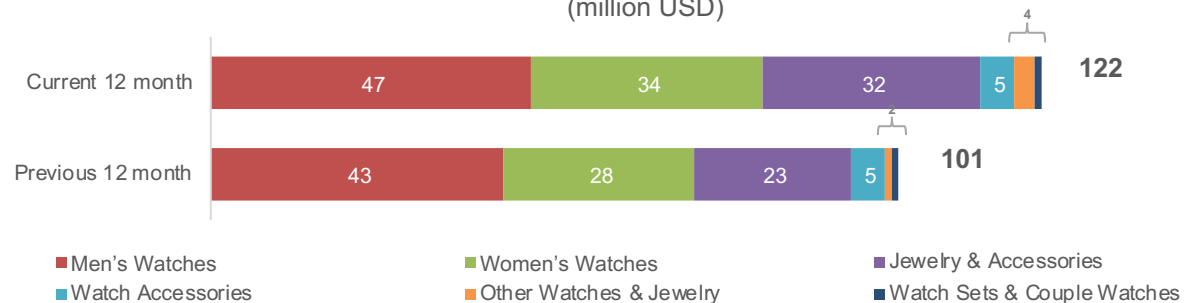
Cameras & Camcorders by subcategories
(million USD)



Watches & Jewelry
(million USD)

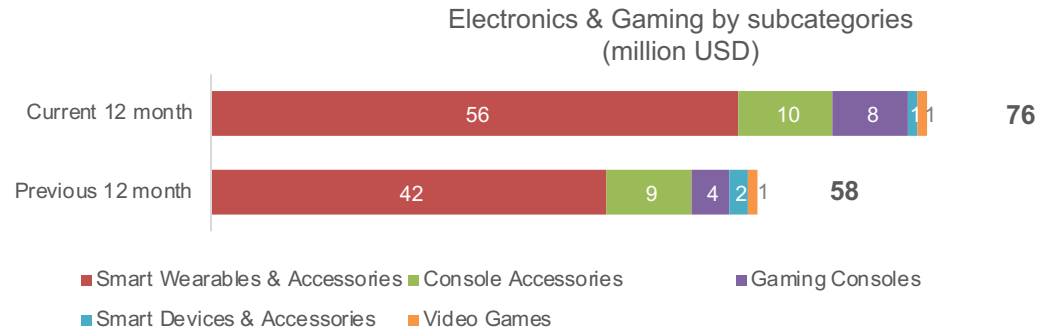
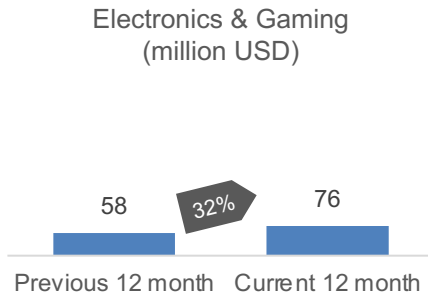


Watches & Jewelry by subcategories
(million USD)



By category: Electronics & Gaming

- **Electronics & Gaming** industry recorded solid 32% growth, with GMV rising from USD 58 million to USD 76 million. Growth was mainly driven by Smart Wearables & Accessories and Gaming Consoles, whose revenue doubled from USD 4 million to USD 8 million



KEY INSIGHTS/IMPLICATIONS FOR E-COMMERCE BUSINESSES

KEY MARKET INSIGHTS

- 1 TikTok Shop is reshaping the competitive landscape**
TikTok Shop has climbed to near-parity #2, overtaking Lazada. Tiki has nearly exited the market. Shopee is at risk of losing its #1 position.
- 2 High-growth categories offer clear upside**
Fashion Accessories +61% (USD 307M → 495M); Phones & Tablets +53% (USD 723M → 1.1B); Beauty largest pool USD 3.3B (+37%); Sports & Travel +44%.
- 3 Health is the only category in decline**
Functional foods drove the drop: large-scale counterfeiting scandals in 2025 led to 700+ product recalls and 100+ tons of fakes seized, eroding consumer confidence across the subcategory.
- 4 Mall stores generate outsized GMV per store**
Mall Flagship & Official Stores deliver ~25x more GMV per store than regular sellers (USD 376K vs USD 15K). Brand trust directly converts to revenue.

ACTIONS FOR BUSINESSES

- 1 Expand or establish presence on TikTok Shop**
TikTok Shop has reached near-parity with Shopee in several categories. Brands not yet active risk ceding share as the gap continues to narrow.
- 2 Review category portfolio against market growth data**
Prioritise investment toward high-momentum segments based on observed GMV trends. Evaluate subcategory performance before committing or adjusting spend.
- 3 Shift investment to authenticated, verified channels**
Legitimate health brands must activate Official Store status and surface third-party certification on-platform. When category trust collapses, price competition accelerates a race to the bottom — provenance is now the purchase trigger, not a differentiator.
- 4 Evaluate official Mall store setup and optimization**
Brand stores with Mall or Official status generate ~25x more GMV per store. Assess whether current store tier and in-platform presence match that opportunity..

HOW Q&ME CAN HELP

- 1 Platform Shopper Behaviour Research**
Understand why shoppers choose TikTok Shop vs. Shopee — purchase triggers, content influence, and platform switching behaviour.
- 2 Category & Consumer Deep-Dives**
Map decision journeys, price sensitivity, and unmet needs within high-growth categories to identify the strongest entry or growth opportunities.
- 3 Functional Food Trust & Purchase Recovery Study**
Measure counterfeit concern's drag on purchase intent by subcategory; identify which trust signals restore conversion; benchmark authentic vs. unverified brand perception across buyer segments.
- 4 Shopper Trust & Brand Perception Research**
Diagnose what drives trust in official stores — ratings, reviews, brand cues, and seller credibility signals — so brands know where to invest to close the conversion gap.



Consumer survey – Online shopping behaviors



About consumer research

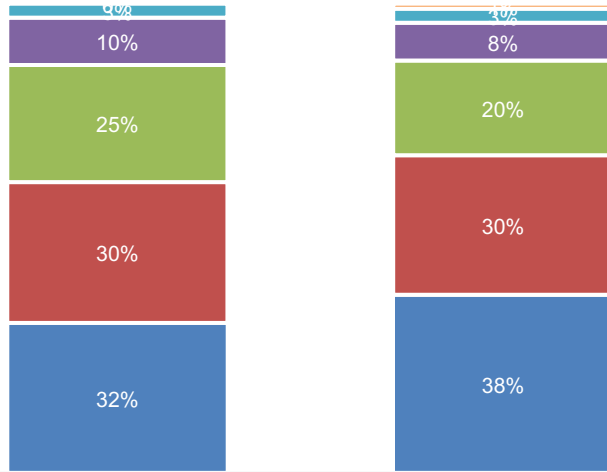
This consumer research was conducted among online shoppers who made purchases within the past three months. The study focused on their online shopping behaviors, opinions about online shopping, and brand perceptions. Participants included males and females aged 18-49 from Ho Chi Minh City and Hanoi. By analyzing the responses, the research aimed to uncover key insights into how these consumers engage with e-commerce platforms, their preferences, and their perceptions of various brands.

This demographic provides a comprehensive view of the online shopping landscape in Vietnam's major urban centers.

Respondent online shopping frequency / amount

Online shopping frequency and monthly amount to spend in on the increase

Online shopping frequency

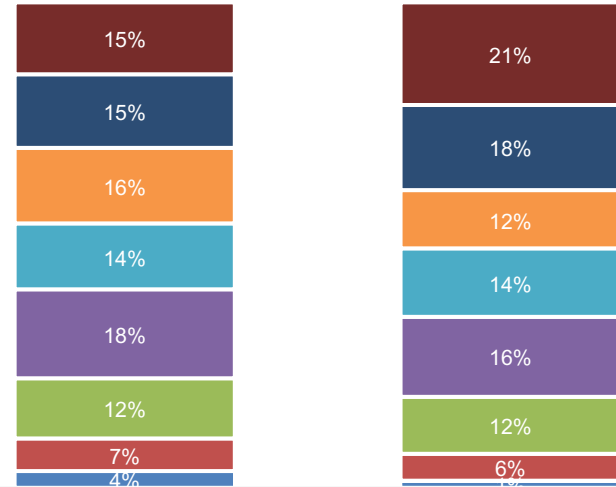


2025

2026

- Several times / week
- Once / 2-3 weeks
- Once / 2-3 month
- Once / week
- Once / month
- Less than once / 2-3 month

Monthly amount to spend at online shopping



2025

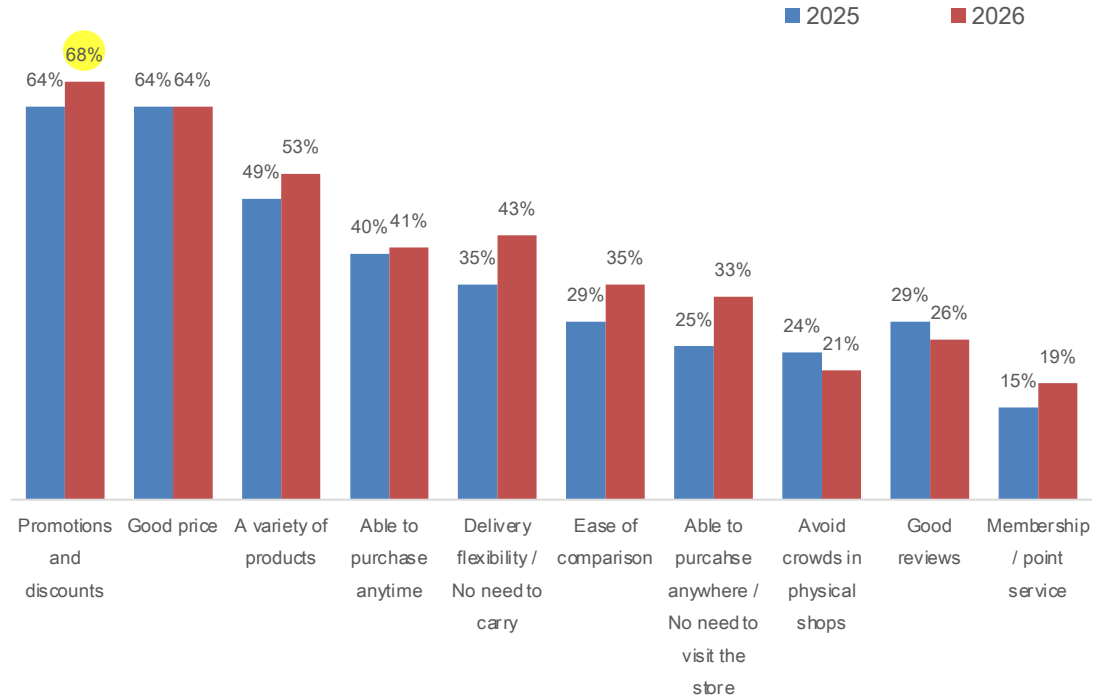
2026

- Less than 100,000 VND
- 200,001 - 300,000 VND
- 500,001 - 700,000 VND
- 1,000,001 - 2,000,000 VND
- 100,001 - 200,000 VND
- 300,001 - 500,000 VND
- 700,001 - 1,000,000 VND
- 2,000,001 and more



Online shopping benefits

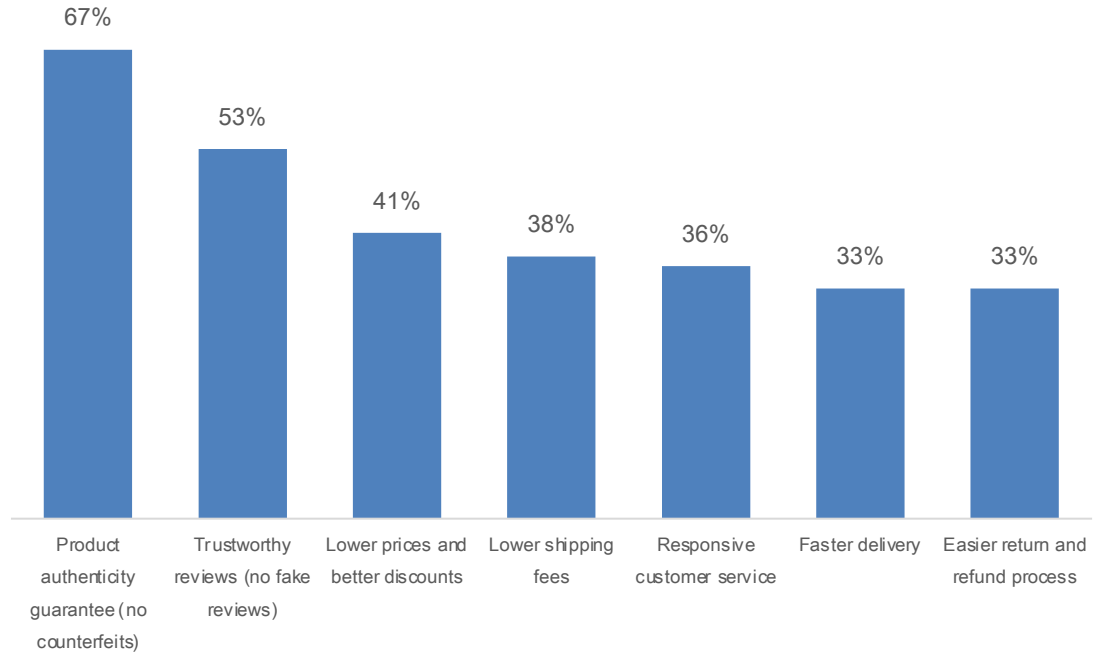
Price-related factors (pricing, promotion) are the even bigger factors compared with the previous years



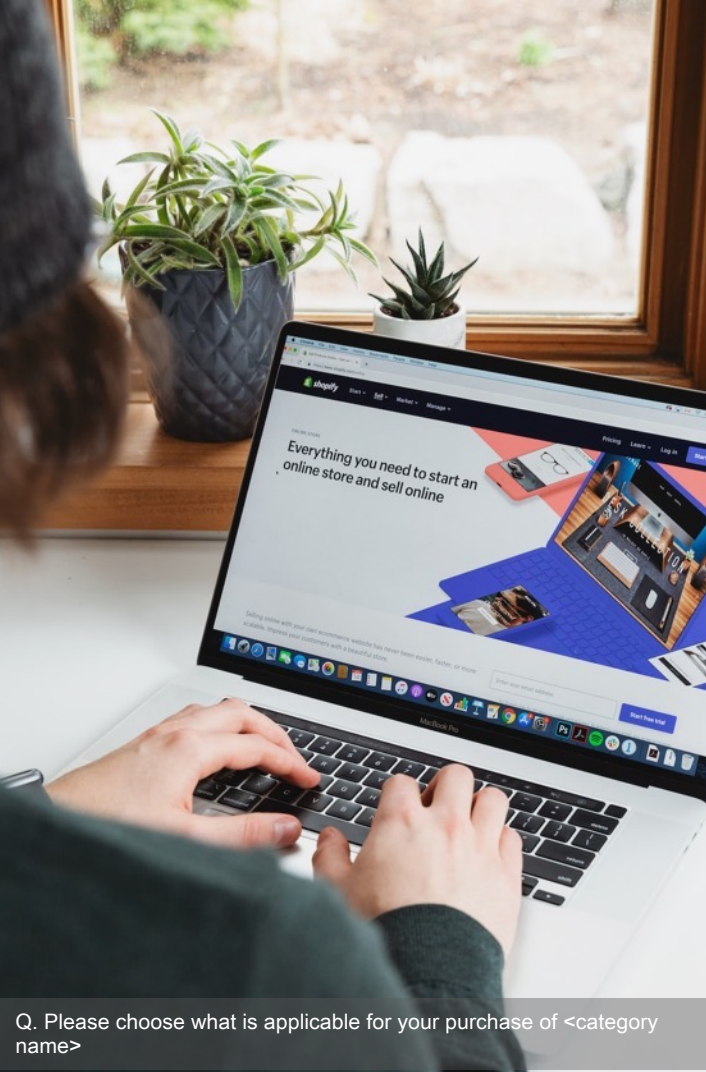
Q. What are the reasons that you use online shopping over physical shopping

Online shopping: Things to improve

Price-related factors (pricing, promotion) come as the biggest decision factors, followed by quality and reviews.

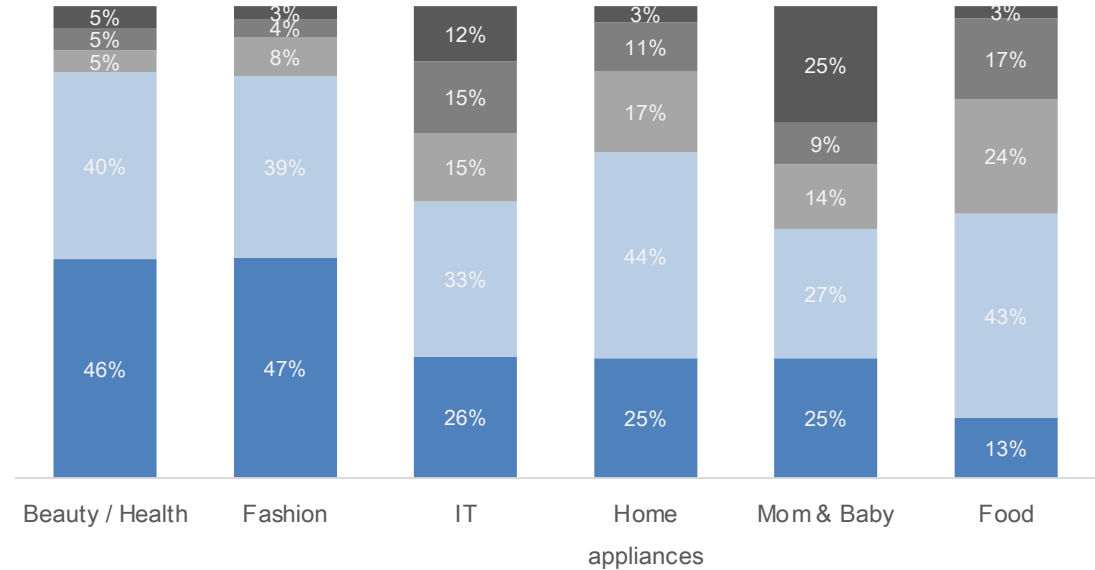


Q. What are the things that you would like online shopping provider to improve



EC dependency by category

Nearly 50% of fashion and beauty/health product buyers consider online as their main shopping channel.



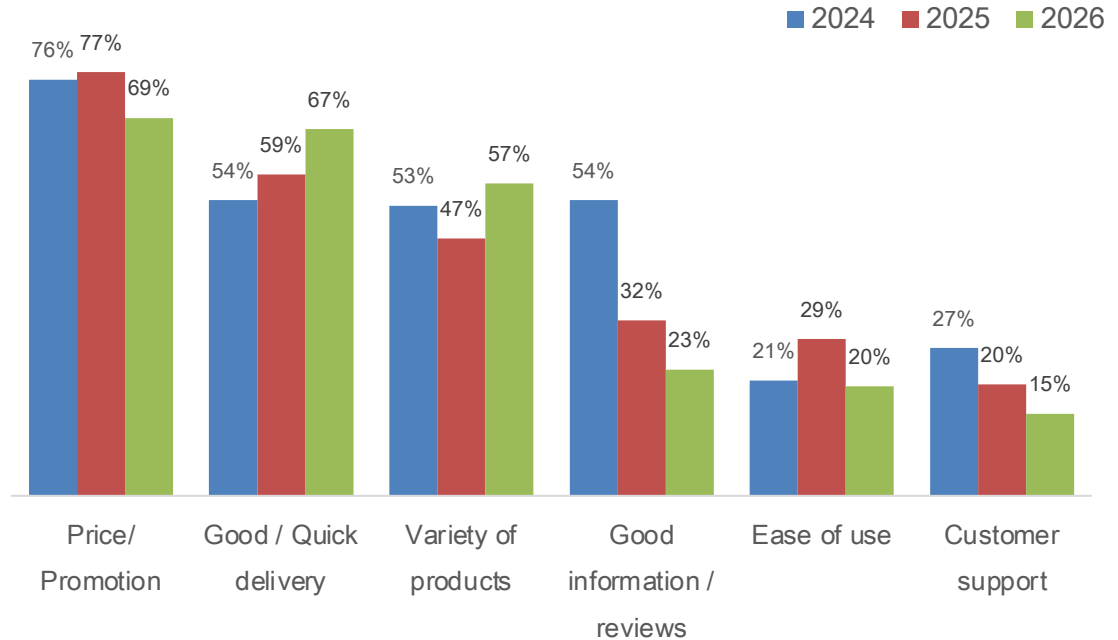
- Online is the main channel to purchase
- Online is one of the channel to purchase
- Other channels are main channel
- Do not consider online for the category
- Do not purchase the category

Q. Please choose what is applicable for your purchase of <category name>



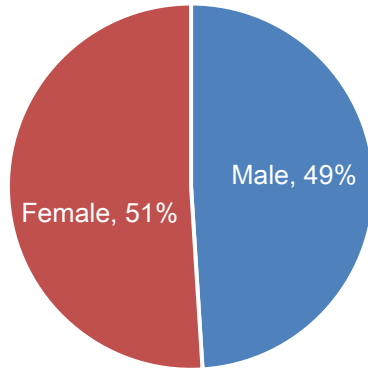
Important factors in EC provider selection

Price / promotion, quick delivery and products variety are the top factors in selecting EC platform

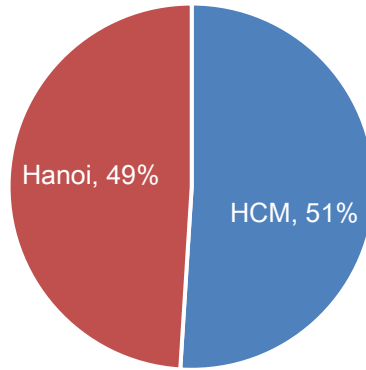


Respondent profile (n=359)

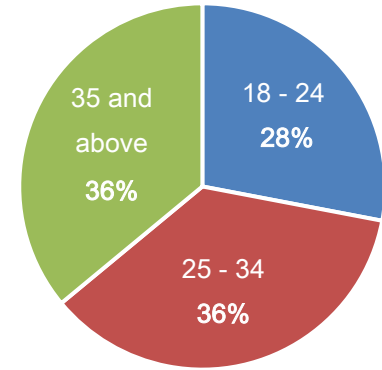
Gender

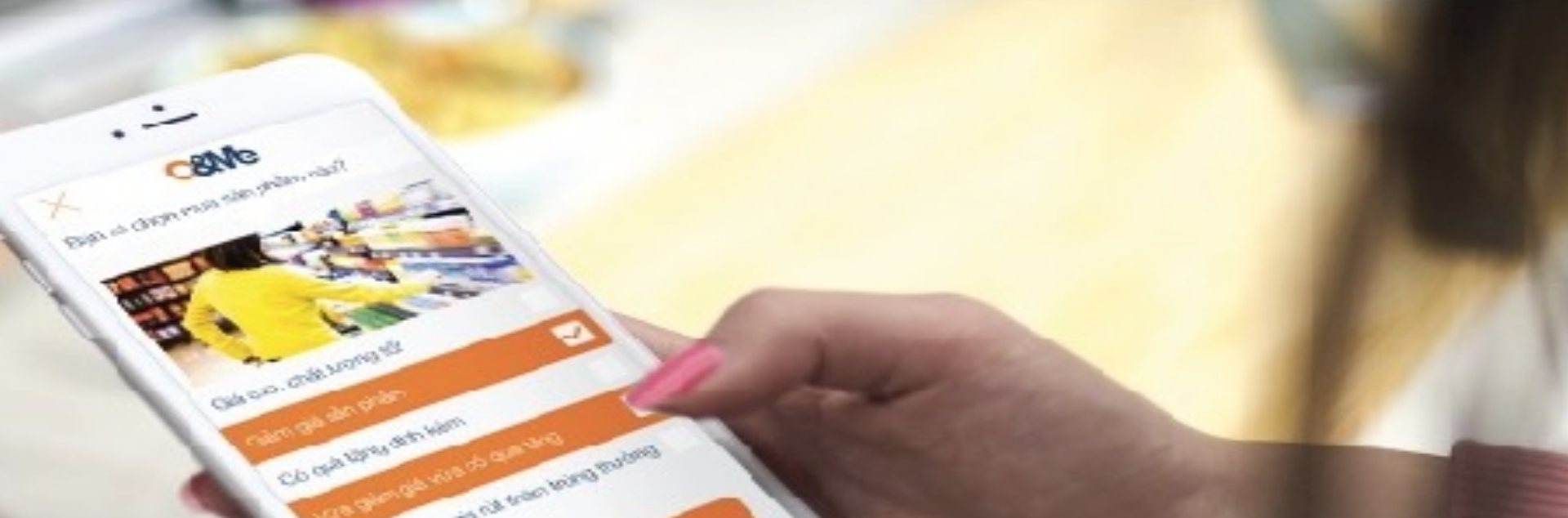


City



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



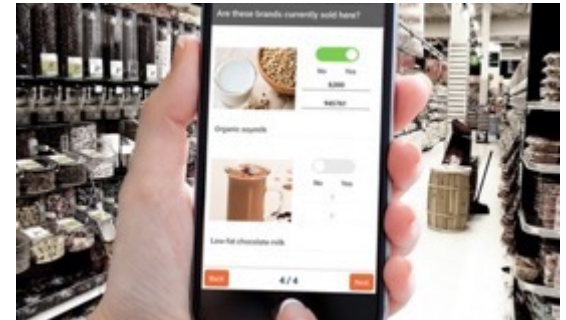
Q&Me is biggest online research service provider

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



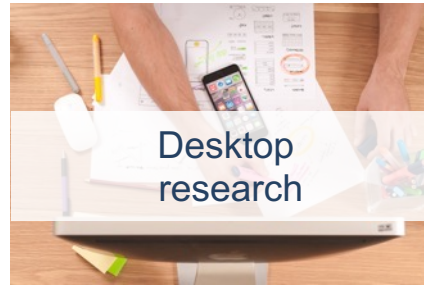
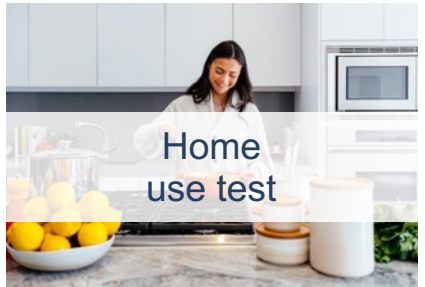
Proprietary research platform for superb quality

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



Our customers

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



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<https://qandme.net>

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