Symposium on E-Commerce, ASEAN Economic Integration, and Competition Policy and Law

Vietnam Ecommerce market overview and trends

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Vietnam Ecommerce market overview and trends

1. Vietnam's socio-economic structure and performance
2. Infrastructure services for E-commerce
3. E-commerce market key statistics
4. E-commerce major players
5. E-commerce Government agencies/departments
6. E-commerce Policy and Law
7. Key E-commerce study findings
8. E-commerce Opportunities and Threats
9. Policy issues and recommendations

1. Vietnam's socio-economic structure and performance

Vietnam is a Southeast Asia country

member of Association of Southeast Asian Nations (ASEAN) in 1995

and the World Trade Centre (WTO) in 2007,

GDP growth rate in 2016 is 6,21%.

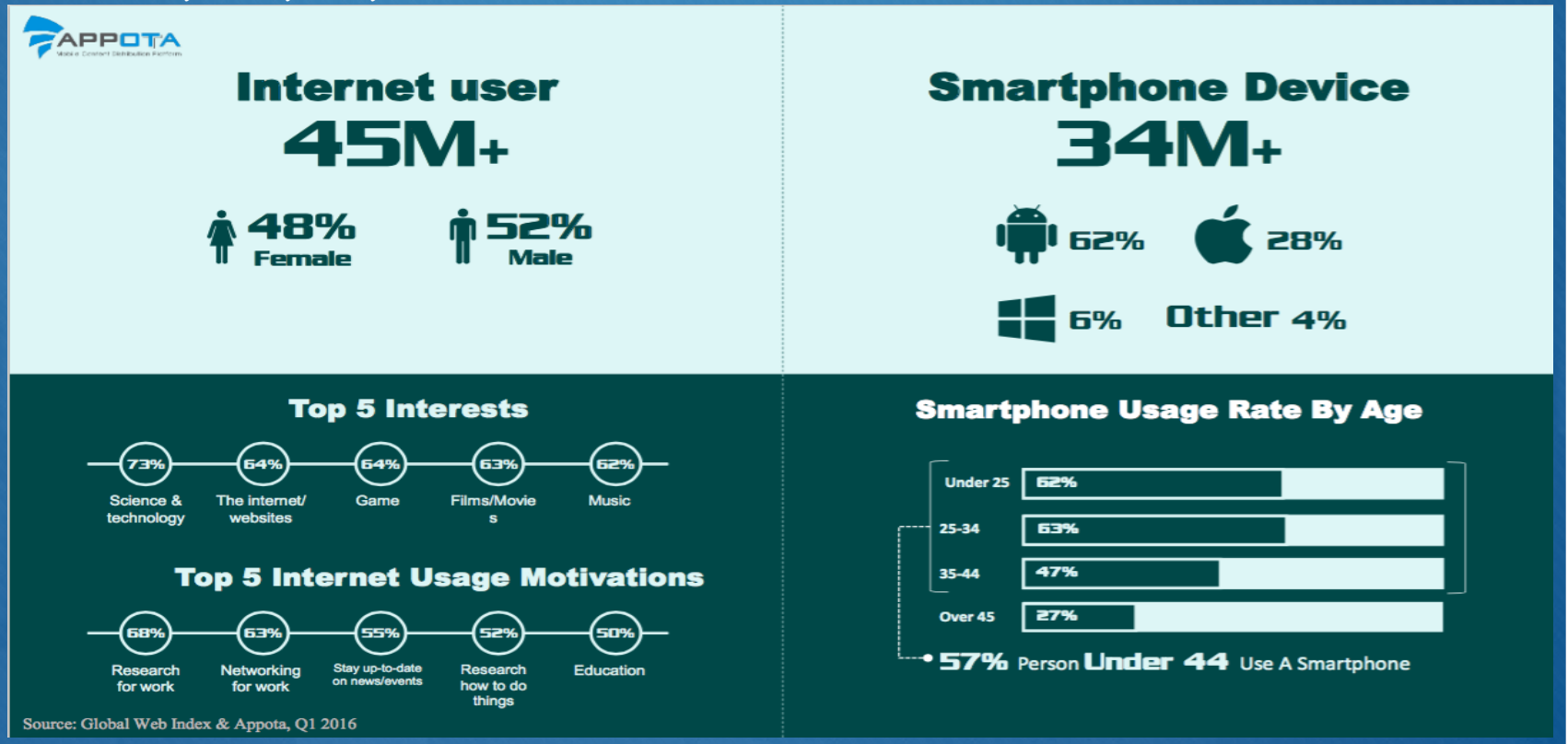
Population: 92 billions

Capital: Hanoi

2. Infrastructure services for E-commerce

High speed Internet connection

Fiber optic cable, wifi, 3G, 4G



2. Infrastructure services for E-commerce

Logistics service providers

VNPost, Viettel Post, Giaohangnhanh (https://giaohangnhanh.vn), Nhanh (https://nhanh.vn), Giaohangtietkiem (https://giaohangtietkiem.vn), and Proship (http://proship.vn)

2. Infrastructure services for E-commerce

E-payment system

National Payment Corporation of Vietnam (NAPAS)

total transaction value: 320 trillion USD in 2016.
17.000 ATM, 245.000 POS

97 million domestic cards

However

Cash on delivery – COD is

the most often payment method

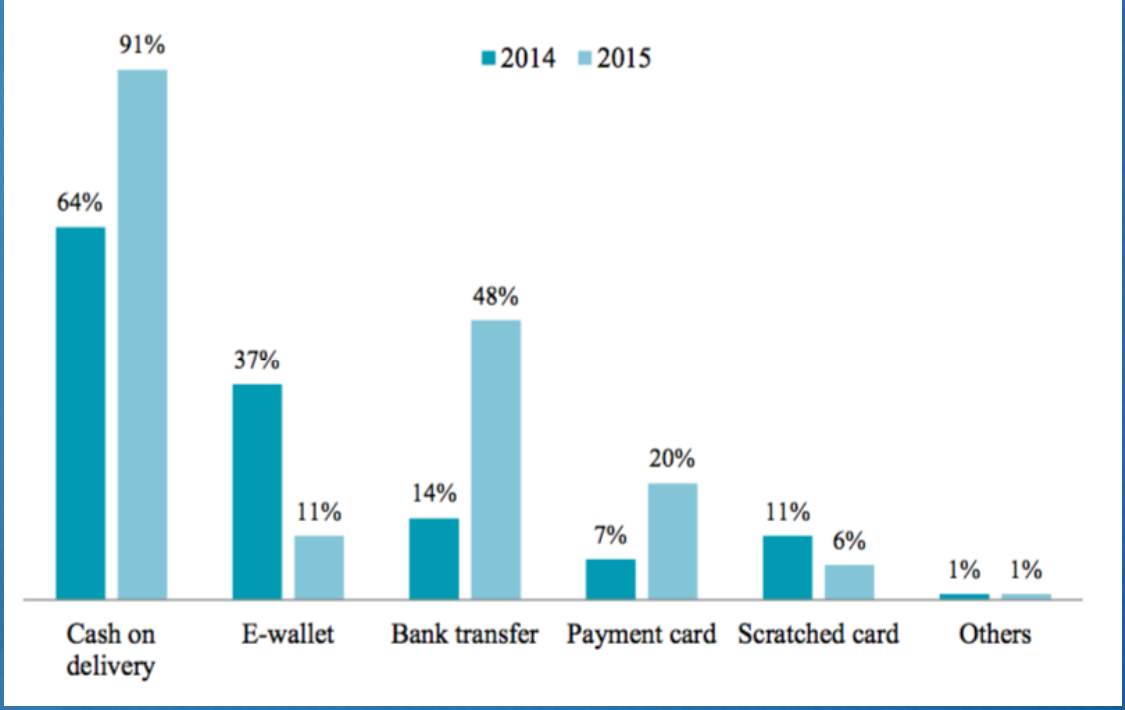
napas

momo mobile money
Payoo
TopPay
Vimo
VnMart
ipay Easy buy

2. Infrastructure services for E-commerce

E-payment system

Figure 2: The major payment methods of online shopping



Source: VECITA, 2016

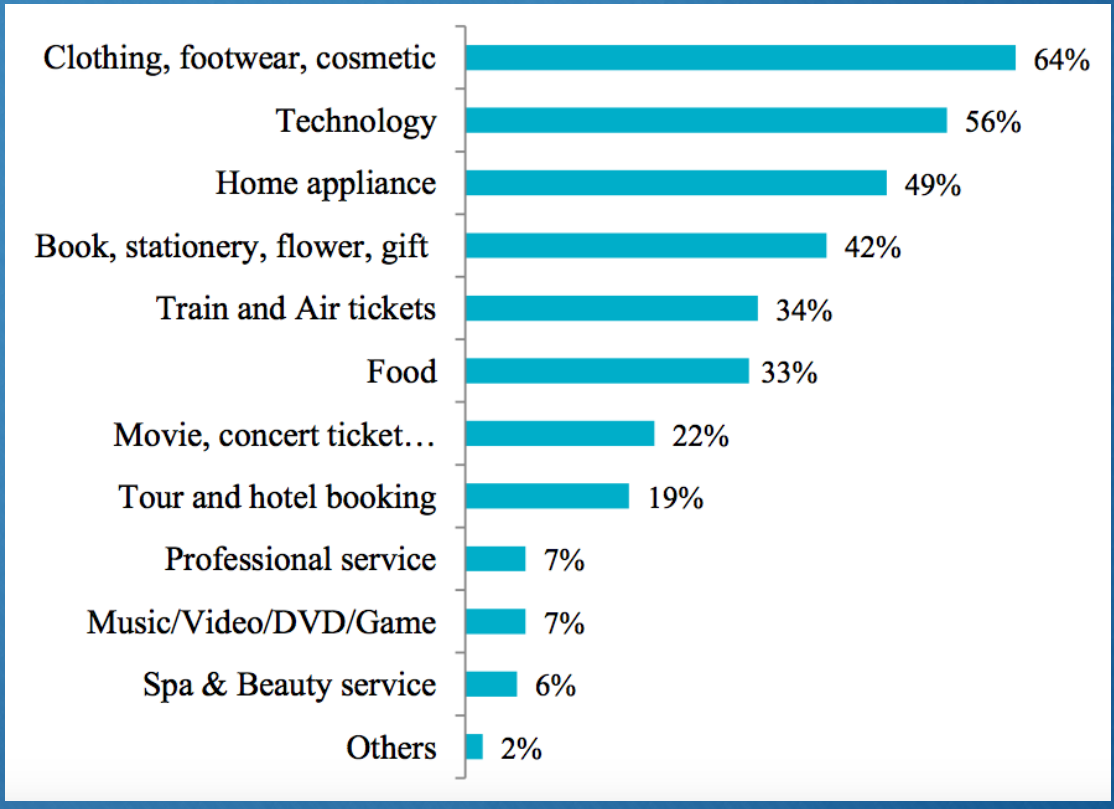
3. E-commerce market key statistics

B2C Ecommerce market size: $4 billions in 2016

Annual growth rate:

20 -30%

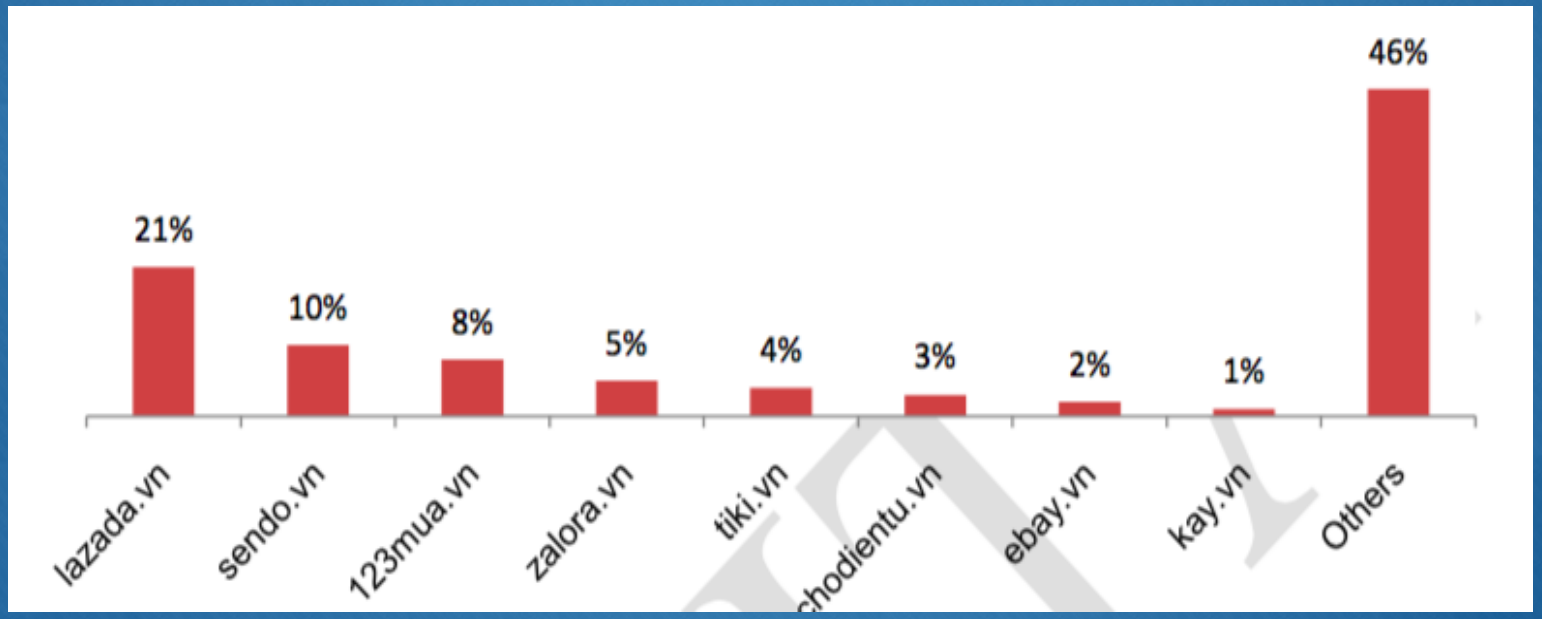
Figure 4: Popular goods / services on e-commerce websites



Source: VECITA, 2016

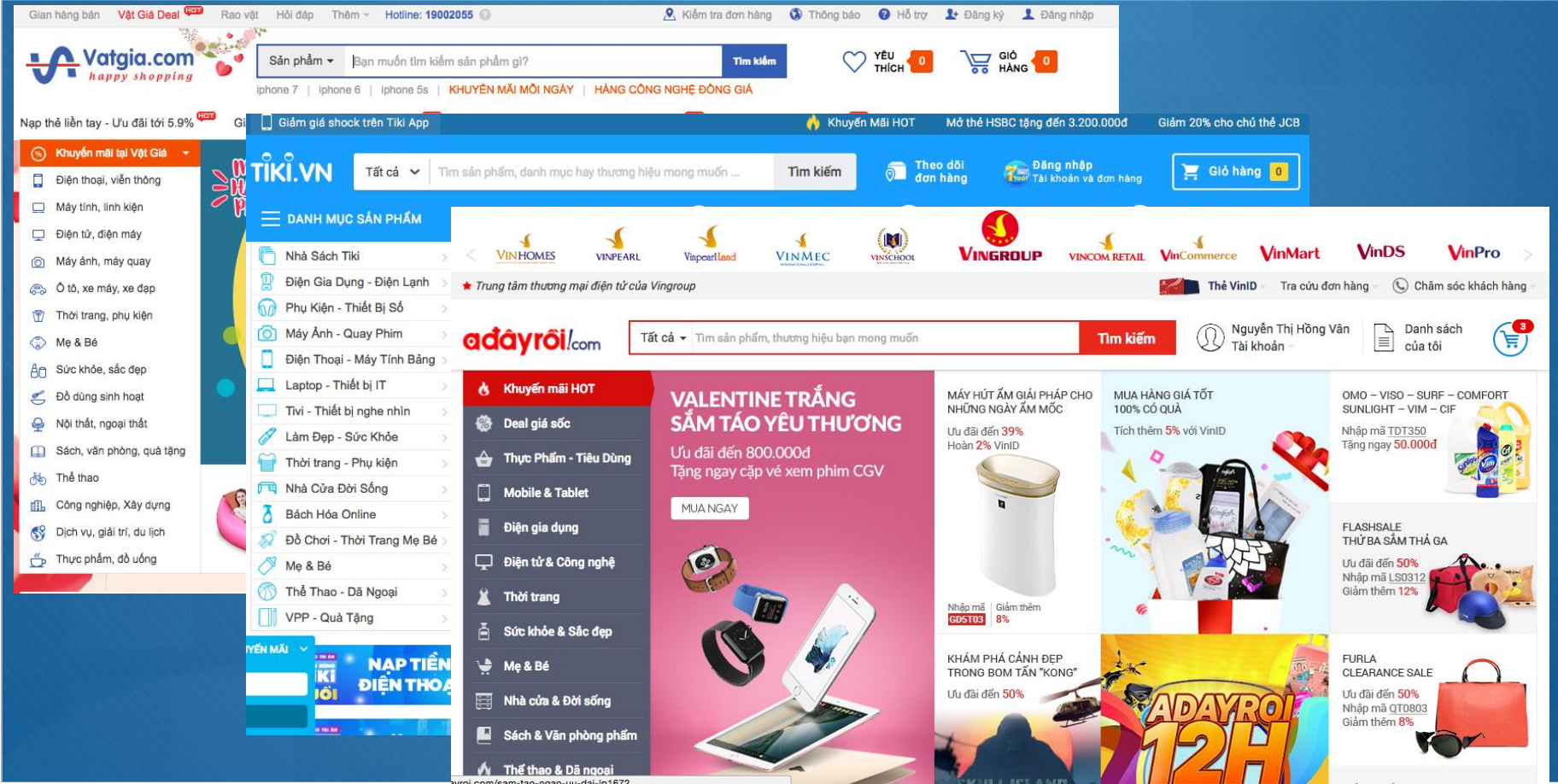
4. E-commerce major players

Figure 5: The share of sales in e-marketplaces



Source: VECITA, 2015

4. E-commerce major players



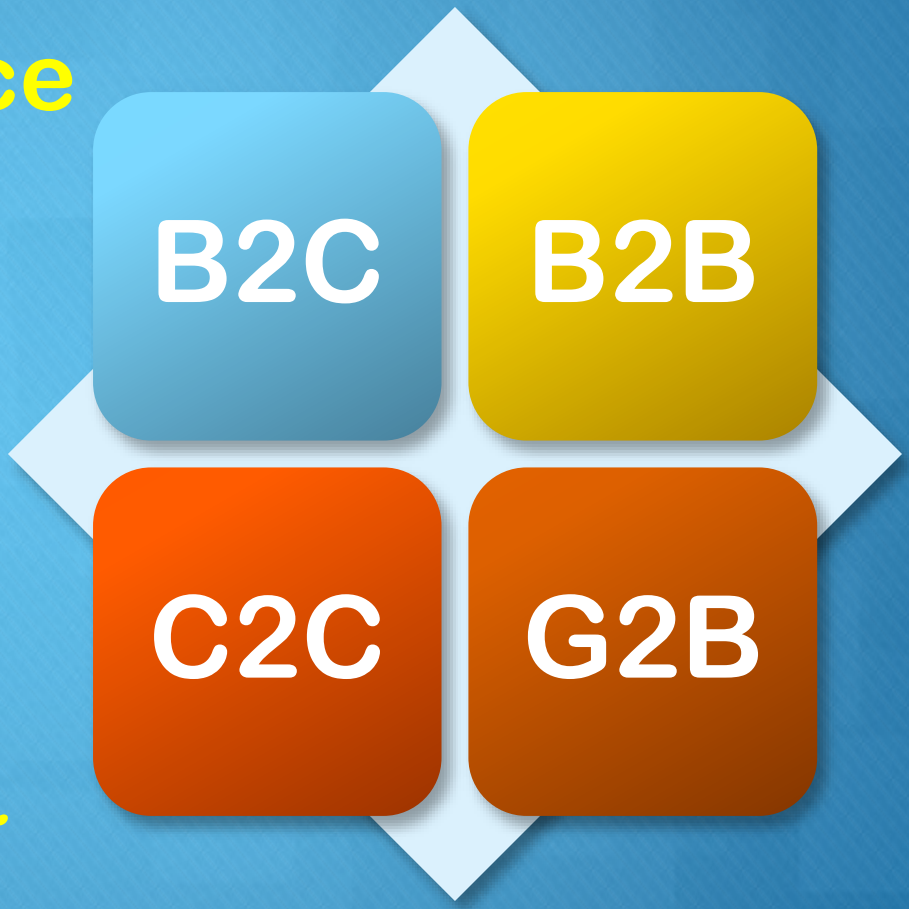
4. E-commerce major players

Top 5 e-marketplaces	Top 5 B2C websites	Top 5 C2C websites	Top 5 social networks
Lazada.vn	Thegioididong.com.vn	Vatgia.com	Facebook.com
Adayroi.vn	Nguyenkim.com	Chotot.com	Zing.vn
Tiki.vn	Fptshop.com.vn	5giay.vn	Youtube.com
Sendo.vn	Dienmayxanh.com	Chodientu.vn	LinkedIn
Shopee.vn	VienthongA.vn	Webmuaban.vn	Twitter

Source: Authors

Key trends: Social, Local, Mobile Commerce

Major ecommerce models

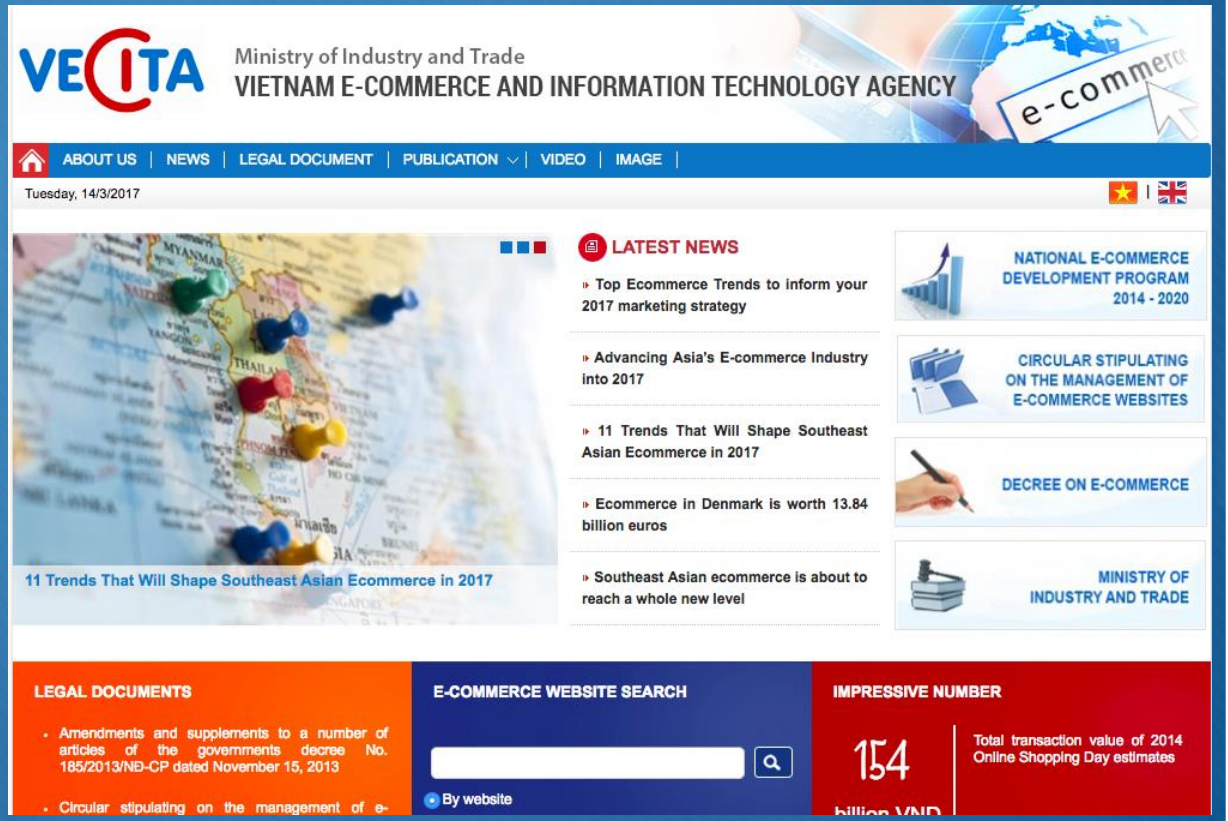


Online public services: e-customs, e- C/O

5. E-commerce Government agencies/departments

Vietnam e- Commerce and Information Technology Agency (VECITA), under the Ministry of Industry and Trade, is the top-level public government agency in Vietnam,

http://www.vecita.gov.vn/

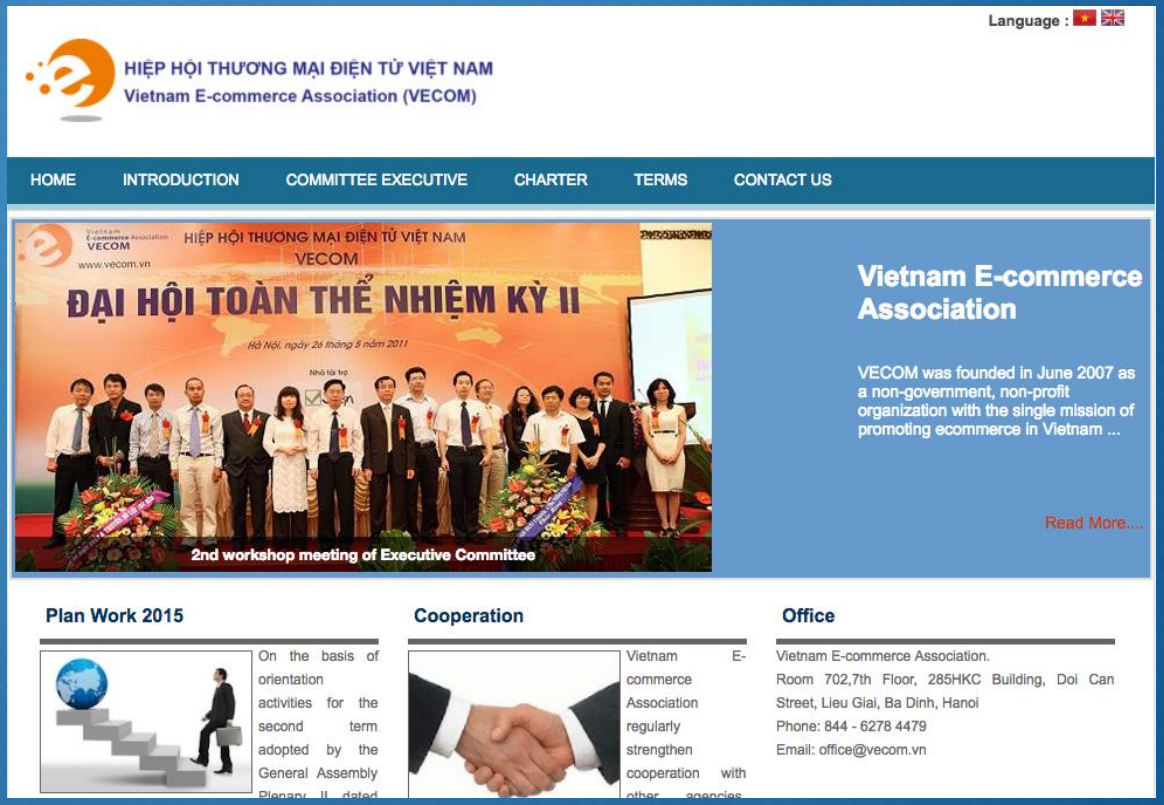


5. E-commerce Government agencies/departments

Vietnam E-Commerce Association is a non-governmental organization,

Key members: VNPT, Lazada, Google Asia, DKT, Chodientu, Vatgia, Tiki, Netnam, and so on.

http://www.vecom.vn.



6. E-commerce Policy and Law

Law

2005: Law on Electronic Transactions

2006: Law on Information Technology

2009: Law on Telecommunication

2015: Law on Network Information Safety

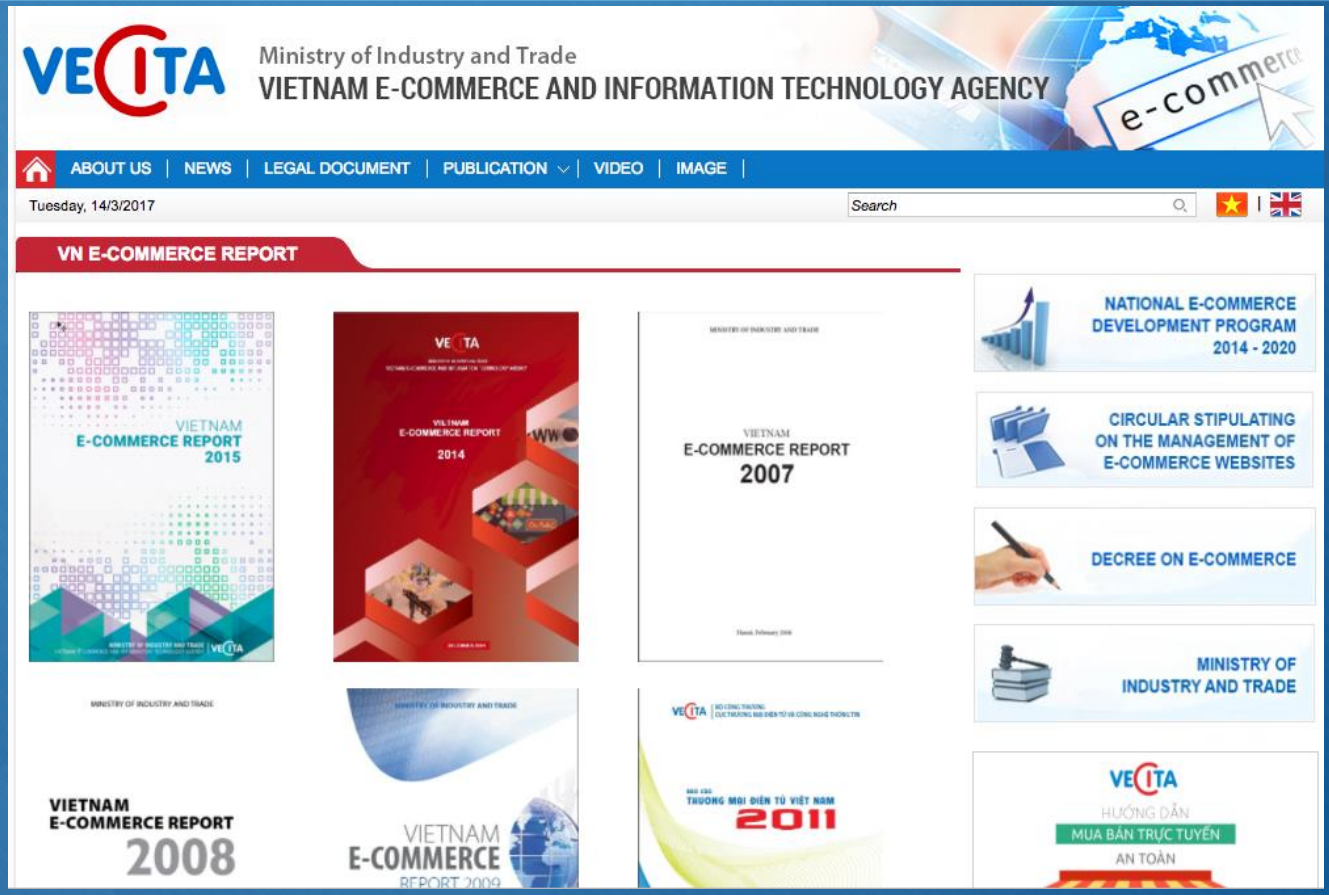
Decrees to provide guidance on law, Decrees on handling administrative violations, Circular guiding the implementation of some provisions in the decrees

Vietnam Ecommerce Report 2015

7. Key E-commerce study findings

Vietnam Ecommerce Reports 2006 - 2015

Vietnam E-business Index 2014 - 2017



8. E-commerce Opportunities and Threats

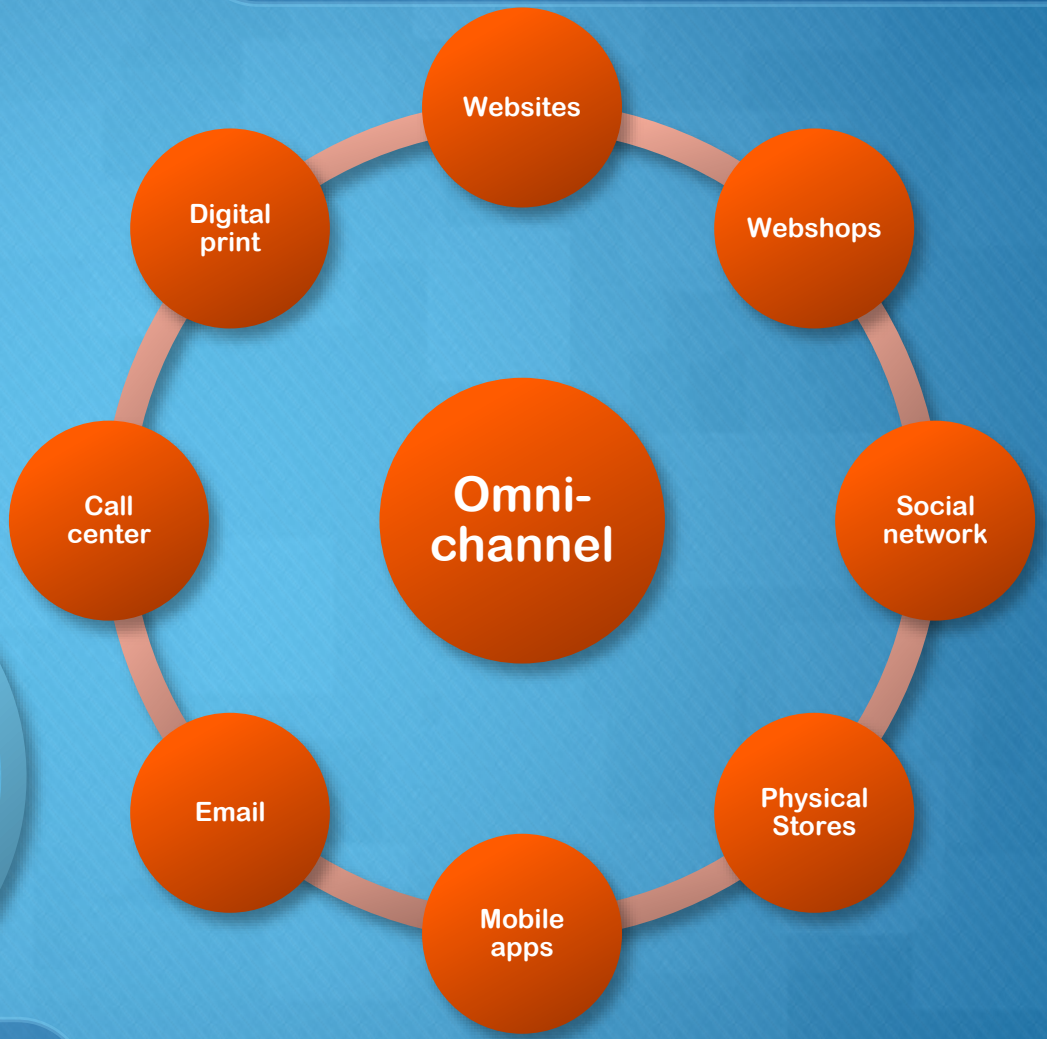
Oppotunites

- Internet Population
- Mobile Internet
- International integration

Threats and Challenges

- Market fragmentation
- Customer trust
- Internet security

Vietnam Ecommerce market key trends



E-commerce key trends

2017 - 2020

9. Policy issues and recommendations for businesses

- building customer trust
- taking the advantage of Omni-channel
- applying modern technology: SCM, CRM, ERP

Thank you