

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



Internet user
45M+

 **48%**
Female

 **52%**
Male

Smartphone Device
34M+

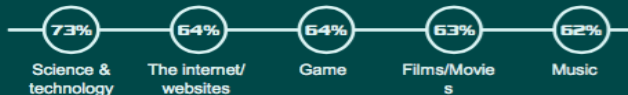
 **62%**

 **28%**

 **6%**

Other 4%

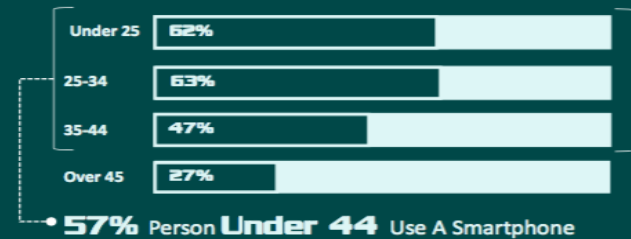
Top 5 Interests



Top 5 Internet Usage Motivations



Smartphone Usage Rate By Age



57% Person **Under 44** Use A Smartphone

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

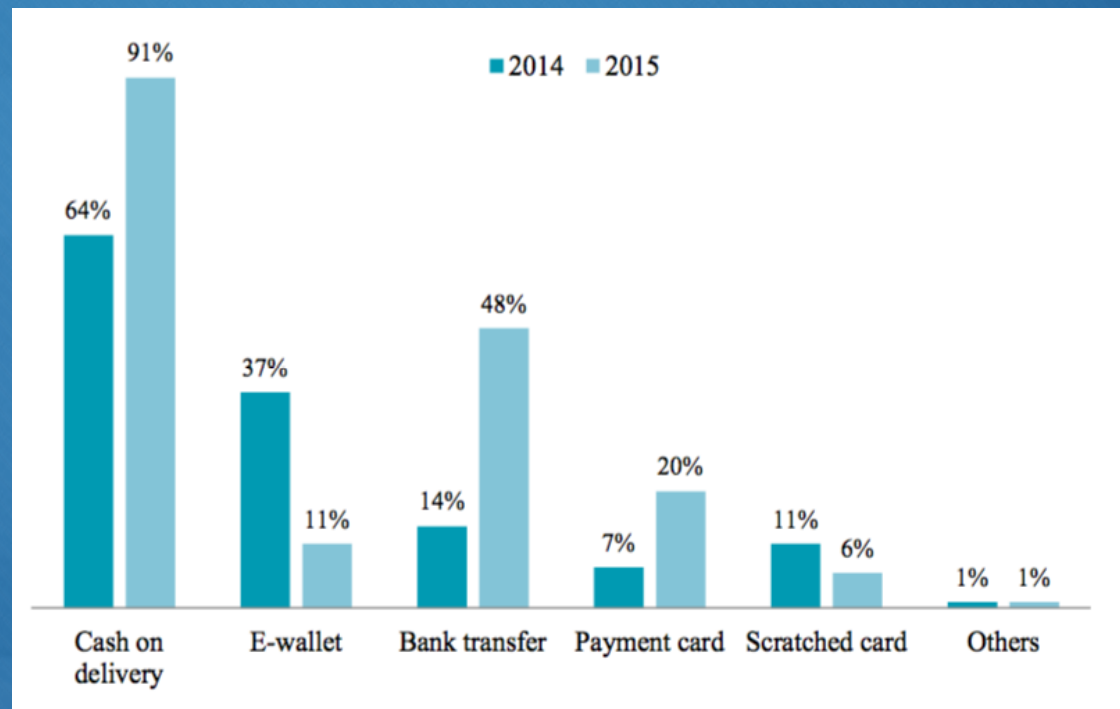
Cash on delivery – COD is
the most often payment method



2. Infrastructure services for E-commerce

E-payment system

Figure 2: The major payment methods of online shopping



Source: VECITA, 2016

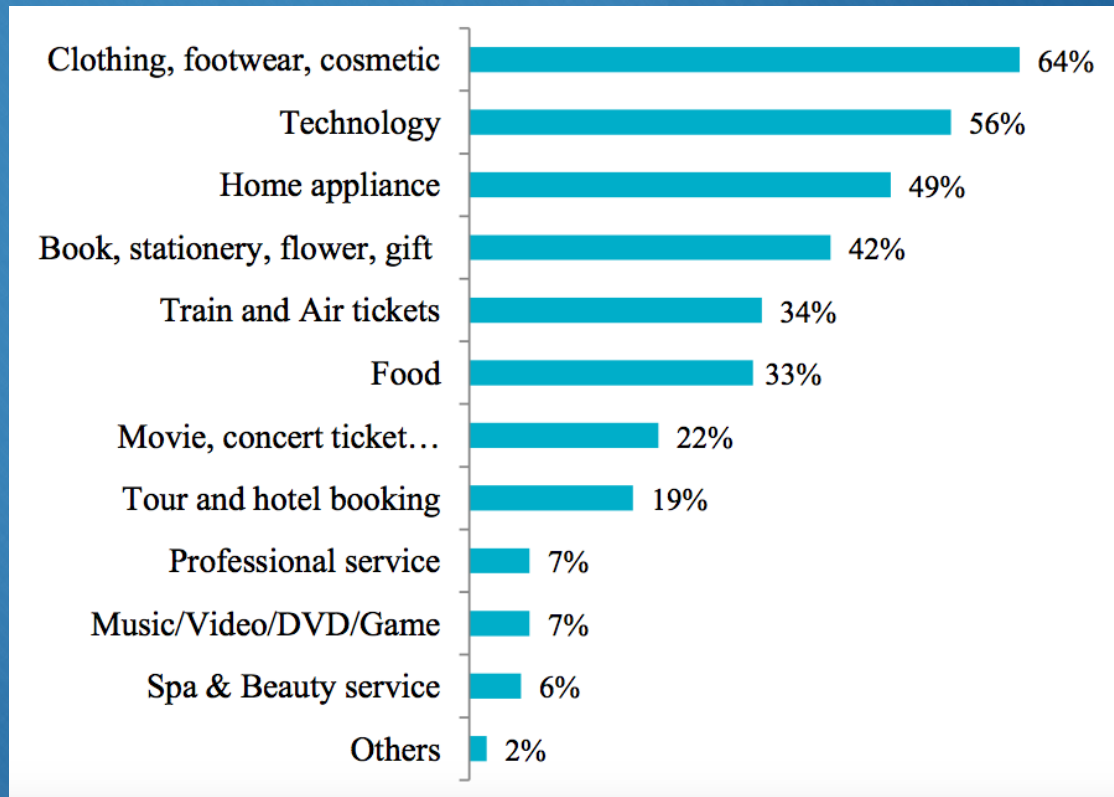
3. E-commerce market key statistics

B2C Ecommerce market size: \$4 billions in 2016

Annual growth rate:

20 -30%

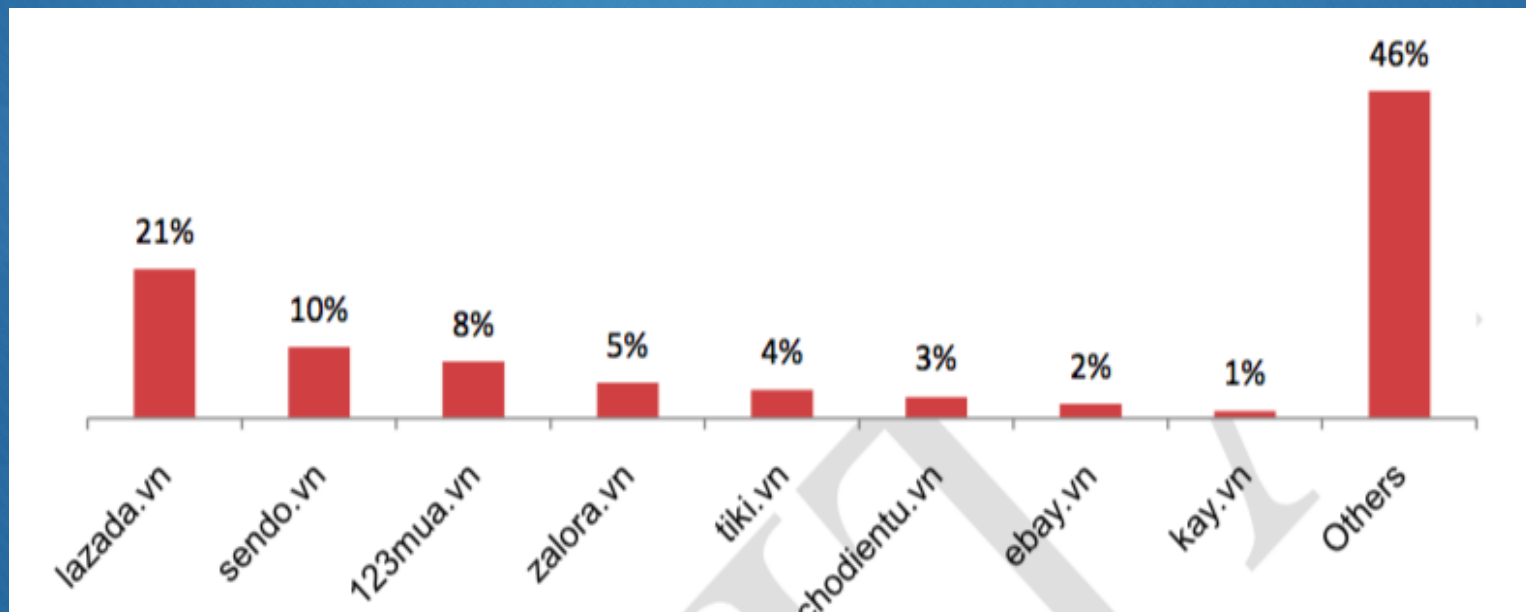
Figure 4: Popular goods / services on e-commerce websites



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

The image displays three overlapping screenshots of prominent Vietnamese e-commerce platforms:

- Vatgia.com:** Features a search bar with the text "Bạn muốn tìm kiếm sản phẩm gì?", a "Tìm kiếm" button, and a shopping cart icon labeled "GIỎ HÀNG 0". Navigation links include "Kiểm tra đơn hàng", "Thông báo", "Hỗ trợ", "Đăng ký", and "Đăng nhập".
- Tiki.vn:** Shows a search bar with "Tìm sản phẩm, danh mục hay thương hiệu mong muốn...", a "Tìm kiếm" button, and a shopping cart icon labeled "Giỏ hàng 0". A sidebar lists various product categories such as "Điện thoại, viễn thông", "Máy tính, linh kiện", and "Thời trang, phụ kiện".
- adayroi.com:** Promotes a "VALENTINE TRẮNG SẮM TÁO YÊU THƯƠNG" event with a "MUA NGAY" button. It also features a "Khuyến mãi HOT" sidebar and a "FLASHSALE THỨ BA SẮM THẢ GA" section.

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

B2C

B2B

C2C


G2B

*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/>



The screenshot shows the homepage of the Vietnam E-commerce and Information Technology Agency (VECITA). The header features the VECITA logo and the text "Ministry of Industry and Trade VIETNAM E-COMMERCE AND INFORMATION TECHNOLOGY AGENCY". A navigation menu includes "ABOUT US", "NEWS", "LEGAL DOCUMENT", "PUBLICATION", "VIDEO", and "IMAGE". The date "Tuesday, 14/3/2017" is displayed. The main content area is divided into several sections: a large image of a map with pushpins, a "LATEST NEWS" section with five articles, and a sidebar with four featured items: "NATIONAL E-COMMERCE DEVELOPMENT PROGRAM 2014 - 2020", "CIRCULAR STIPULATING ON THE MANAGEMENT OF E-COMMERCE WEBSITES", "DECREE ON E-COMMERCE", and "MINISTRY OF INDUSTRY AND TRADE". The footer contains three sections: "LEGAL DOCUMENTS" with two links, "E-COMMERCE WEBSITE SEARCH" with a search bar and "By website" link, and "IMPRESSIVE NUMBER" showing "154 billion VND" and "Total transaction value of 2014 Online Shopping Day estimates".

VECITA Ministry of Industry and Trade
VIETNAM E-COMMERCE AND INFORMATION TECHNOLOGY AGENCY

ABOUT US | NEWS | LEGAL DOCUMENT | PUBLICATION | VIDEO | IMAGE

Tuesday, 14/3/2017

LATEST NEWS

- Top Ecommerce Trends to inform your 2017 marketing strategy
- Advancing Asia's E-commerce Industry into 2017
- 11 Trends That Will Shape Southeast Asian Ecommerce in 2017
- Ecommerce in Denmark is worth 13.84 billion euros
- Southeast Asian ecommerce is about to reach a whole new level

NATIONAL E-COMMERCE DEVELOPMENT PROGRAM 2014 - 2020

CIRCULAR STIPULATING ON THE MANAGEMENT OF E-COMMERCE WEBSITES

DECREE ON E-COMMERCE

MINISTRY OF INDUSTRY AND TRADE

LEGAL DOCUMENTS

- Amendments and supplements to a number of articles of the governments decree No. 185/2013/ND-CP dated November 15, 2013
- Circular stipulating on the management of e-

E-COMMERCE WEBSITE SEARCH

By website

IMPRESSIVE NUMBER

154 billion VND



Total transaction value of 2014 Online Shopping Day estimates


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>.

Language :  

 **HIỆP HỘI THƯƠNG MẠI ĐIỆN TỬ VIỆT NAM**
Vietnam E-commerce Association (VECOM)

HOME INTRODUCTION COMMITTEE EXECUTIVE CHARTER TERMS CONTACT US



ĐẠI HỘI TOÀN THỂ NHIỆM KỲ II
Hà Nội, ngày 26 tháng 5 năm 2011
Nhà tổ chức
2nd workshop meeting of Executive Committee

Vietnam E-commerce Association


VECOM was founded in June 2007 as a non-government, non-profit organization with the single mission of promoting ecommerce in Vietnam ...

[Read More...](#)

Plan Work 2015

 On the basis of orientation activities for the second term adopted by the General Assembly Plenary II dated

Cooperation

 Vietnam E-commerce Association regularly strengthen cooperation with other agencies

Office

Vietnam E-commerce Association.
Room 702,7th Floor, 285HKC Building, Doi Can Street, Lieu Giai, Ba Dinh, Hanoi
Phone: 844 - 6278 4479
Email: office@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

7. Key E-commerce study findings

Vietnam Ecommerce Reports 2006 - 2015

Vietnam E-business Index 2014 - 2017

The screenshot displays the VECITA website, which is the Vietnam E-commerce and Information Technology Agency. The header features the VECITA logo and the text "Ministry of Industry and Trade VIETNAM E-COMMERCE AND INFORMATION TECHNOLOGY AGENCY". A navigation menu includes links for "ABOUT US", "NEWS", "LEGAL DOCUMENT", "PUBLICATION", "VIDEO", and "IMAGE". The date "Tuesday, 14/3/2017" and a search bar are also visible.

The main content area is titled "VN E-COMMERCE REPORT" and features a grid of report covers:

- VIETNAM E-COMMERCE REPORT 2015**: Cover with a grid of colorful squares.
- VIETNAM E-COMMERCE REPORT 2014**: Cover with a red background and geometric shapes.
- VIETNAM E-COMMERCE REPORT 2007**: Cover with a white background and the text "VIETNAM E-COMMERCE REPORT 2007".
- VIETNAM E-COMMERCE REPORT 2008**: Cover with a white background and the text "VIETNAM E-COMMERCE REPORT 2008".
- VIETNAM E-COMMERCE REPORT 2009**: Cover with a blue background and a globe.
- VIETNAM E-COMMERCE REPORT 2011**: Cover with a green and yellow background and the text "VIETNAM E-COMMERCE REPORT 2011".

On the right side, there are several featured publications:

- NATIONAL E-COMMERCE DEVELOPMENT PROGRAM 2014 - 2020**: Accompanied by a bar chart icon.
- CIRCULAR STIPULATING ON THE MANAGEMENT OF E-COMMERCE WEBSITES**: Accompanied by a folder icon.
- DECREE ON E-COMMERCE**: Accompanied by a hand holding a pen icon.
- MINISTRY OF INDUSTRY AND TRADE**: Accompanied by a stamp icon.
- HƯỚNG DẪN MUA BÀN TRỰC TUYẾN AN TOÀN**: Accompanied by the VECITA logo and a red banner icon.

8. E-commerce

Opportunities and Threats

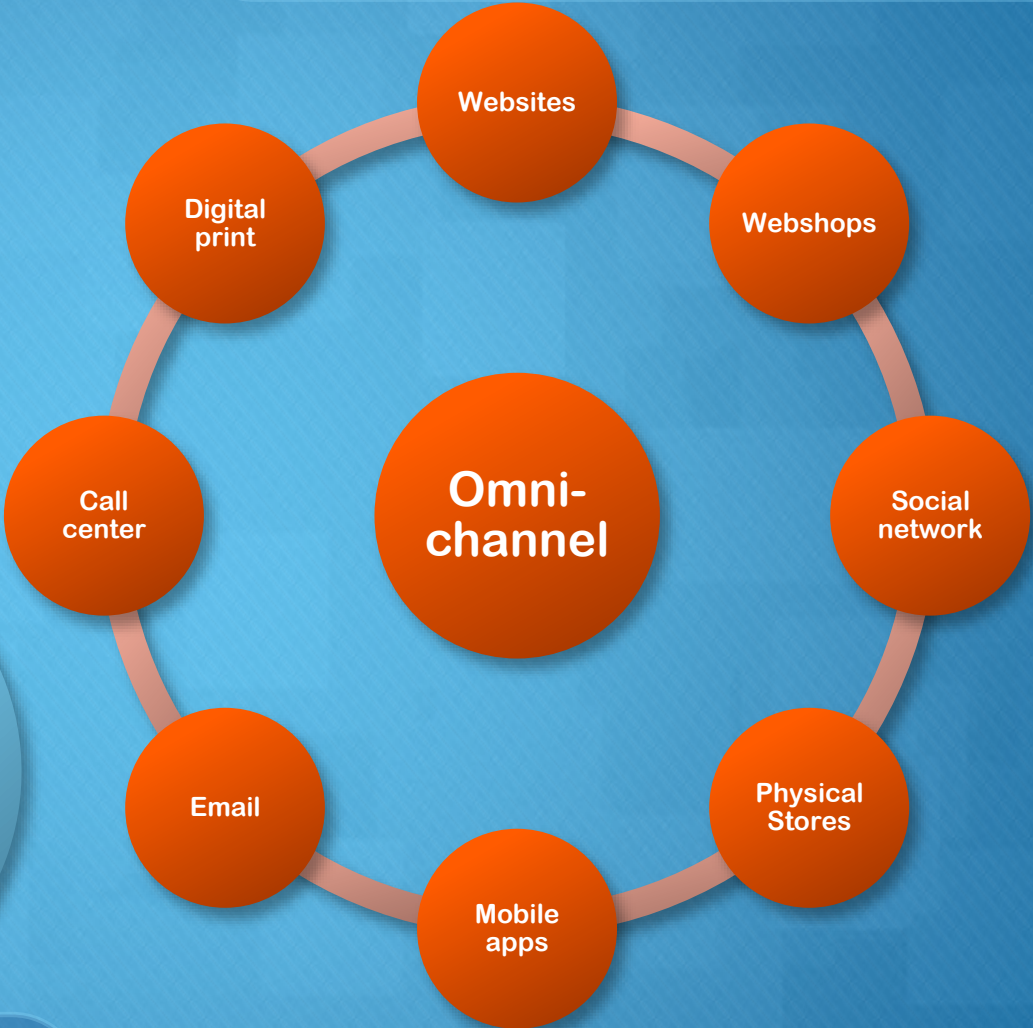
Opportunities

- 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



**E-
commerce
explosion**



Thank you