



Capital
Hanoi

Population
98.1M

Time zone
GMT +7

Currency
VND đ
Vietnamese dong

VIETNAM

Top e-commerce industries



Electronics
(24.7%)



Fashion
(19.6%)



Hobby & Leisure
(18.5%)

Top 20 Websites include

Google, Youtube, Facebook, Xosodaiphat, VNExpress, Xoso, Shopee, Zalo (ZaloApp), 24h, TikTok, Bachhoahoangphat, Znews, Dantri, Tuoitre, Truengqviet, Thanhnnien, Thegioiodong, Vietnamnet

Top Content Categories



News & Media

7 out of top twenty are News & Media websites.



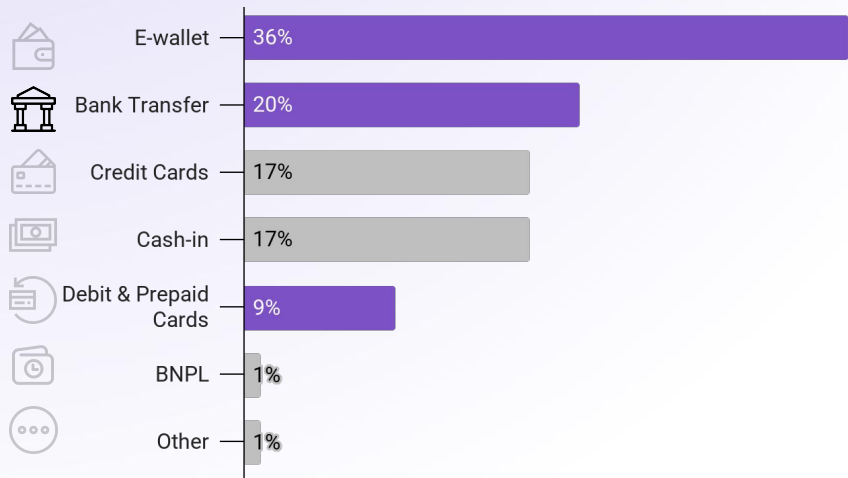
Online Shopping

3 out of top twenty are E-Commerce websites.

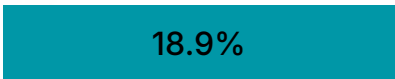


PAYMENTS METHODS. VIETNAM

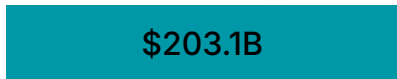
Popularity of e-commerce payment methods



Market Projection



Annual CAGR growth rate of Digital Payments during 2024-2029



Anticipated Digital Payments transaction value in 2029 compared to current \$101.5B

sources: Statista, Dec 2024






LPM ADOPTION. VIETNAM



Method	VietQR
Type	Bank transfer
Category	Bank
Payments	Yes
Disbursements	No
Authorization speed	Instant
Refunds	Yes, full & partial
Available with	Banks & Fintechs, e-commerce, government, utility bill payment platforms

VietQR is a payment system that utilizes QR codes for electronic transactions, providing a unified platform for QR-based payments and transfers in Vietnam. It operates through the NAPAS network and member banks, offering a convenient and secure way to conduct cashless transactions. The VietQR API allows businesses to integrate QR code payment services into their systems, enabling features like transaction management, automatic notifications, and real-time cash flow reports.

Reasons for popularity

-  **Convenience:** VietQR allows users to make cashless transactions quickly and easily by simply scanning a QR code
-  **Integration with Multiple Banks:** It allows users to make payments through various banks and e-wallets, enhancing accessibility
-  **Cross-Border Payments:** The launch of cross-border QR code payments between Vietnam and Thailand has further increased its appeal by facilitating international transaction



40M users




LPM ADOPTION. VIETNAM



Method	Napas Card
Type	Local Card Scheme
Category	Card
Payments	Yes
Disbursements	Yes
Authorization speed	Instant
Refunds	Yes
Available with	Banks & Fintechs, e-commerce, government, utility bill payment platforms

A NAPAS card is a type of domestic payment card issued by banks in Vietnam, facilitated by the National Payment Corporation of Vietnam (NAPAS). NAPAS offers several types of cards, including debit, credit, and prepaid cards. These cards allow users to make transactions within Vietnam, including purchases at POS terminals, online payments, and cash withdrawals at ATMs.

Reasons for popularity

-  **Convenience:** NAPAS cards are widely accepted across Vietnam, with over 300,000 payment terminals and e-commerce platforms supporting them
-  **Accessibility:** NAPAS cards can be used for interbank transfers and withdrawals
-  **National Payment Infrastructure:** Napas has played a key role in developing a robust payment infrastructure within Vietnam



+110M users




LPM ADOPTION. VIETNAM



Method	ZaloPay
Type	Local Card Scheme
Category	Card
Payments	Yes
Disbursements	No
Authorization speed	Instant
Refunds	Yes
Available with	Banks & Fintechs, bill payments, mobile top-ups

ZaloPay is a popular mobile payment app in Vietnam, launched in 2016. It is built on top of Zalo, Vietnam's most popular messaging app, which was launched in 2012. ZaloPay offers a range of services including online shopping, bill payments, money transfers, and donations.

Reasons for popularity

-  **Convenience and Familiarity:** Being integrated with the widely used Zalo messaging app, it offers convenience and trust to users who are already familiar with the platform
-  **Market Need:** In a country where many are unbanked and few have credit cards, ZaloPay fills a significant gap by offering digital payment solutions
-  **Wide Range of Services:** It provides a variety of services such as bill payments, money transfers, and online shopping, making it a versatile payment solution



15M users