



E-Commerce in VIETNAM

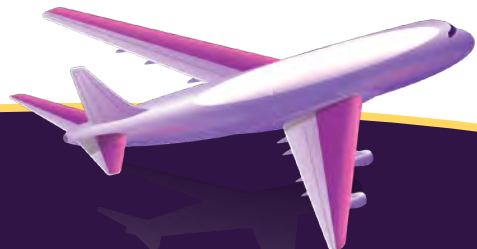


MARKET OVERVIEW



Population:	96 million
GNI per Capita:	US \$7,750
Ease of Doing Business:	Rank 70/190 Score 69.8/100
Logistics Performance Indicator:	Rank 39/190 Score 3.27/5
Currency:	Vietnamese dong đ
Free Trade Agreement:	CPTPP
Official Language:	Vietnamese
Domain:	.vn

Internet Inclusivity:	Rank 8 / 100
E-Government Development:	Rank 86 / 193
% of Internet Users:	69%
Top 3 Search Engines:	Google 92% , CocCoc 5% , bing 2%
Social Media Stats:	Facebook 44% , YouTube 27% , Pinterest 22% , Twitter 5% , Reddit 0.4%
Mobile vs Tablet vs Desktop:	Desktop 58% , Mobile 40% , Tablet 2%
Level of Cross-border E-commerce:	33%
E-commerce Market Value:	US \$6.2 billion
E-commerce Payment Methods:	Credit card 34% , bank transfer 22% , digital wallet 19% , cash 19% , other 6%
Top Payment Services:	Paypal, Momo, Zalopay



E-COMMERCE TRENDS



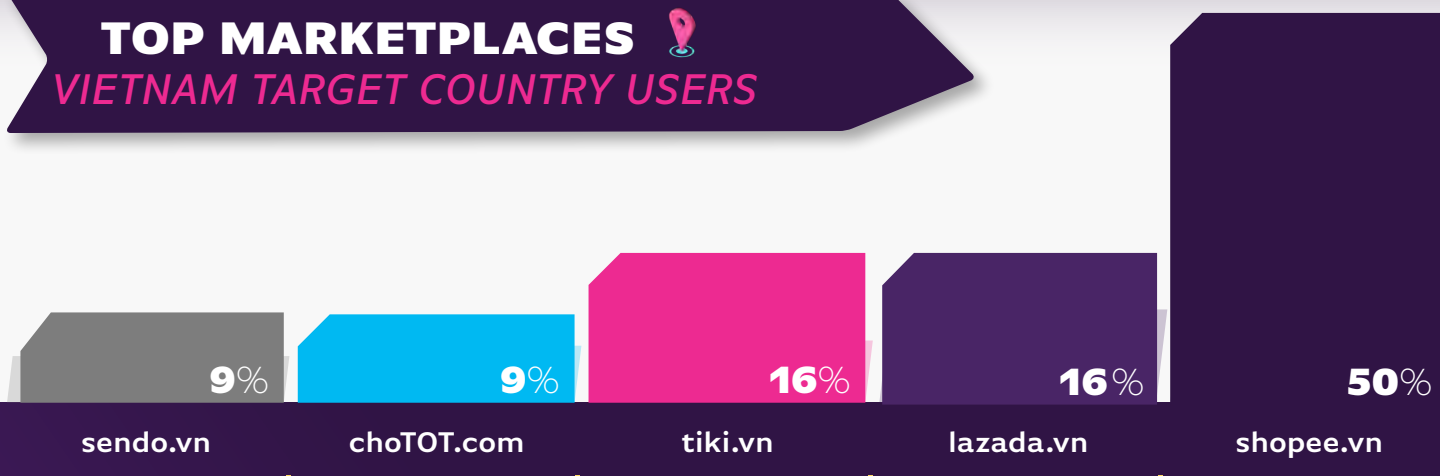
- Average order value of e-commerce transactions rose 31% since the beginning of COVID-19
- The groceries segment had the largest growth of any segment, with a 42% increase during COVID-19
- By mid-April 2020 several marketplaces started offering two-hour delivery on fresh food
- Online stores are introducing platforms to increase customer engagement such as live stream or support
- Luxury good sellers are now selling through e-commerce to take advantage of the increased online activity



TOP MARKETPLACES



VIETNAM TARGET COUNTRY USERS



Marketplace	Type	Offering	Business Model
shopee.vn	B2C/B2C	horizontal-everything	Commission fees (limited to Central Asia businesses) <i>Shopee Marketplace Guide</i>
lazada.vn	B2C	horizontal-everything	Commission fees (limited to Central Asia businesses) <i>Lazada: Selling Made Simple</i>
tiki.vn	B2C	horizontal-everything	Subscription model, commission fees, advertising on the website (domestic only) <i>Tiki University - The Basics</i>
choTOT.com	B2C/C2C	horizontal-everything	Advertising on the website (domestic only)
sendo.vn	B2C/C2C	horizontal-everything	Advertising on the website (domestic only)

E-COMMERCE SERVICE PROVIDERS IN THE MARKET

- Logistics Providers: *VN Post Viettel Post GHN*
 E-commerce Payment Processors: *Paypal Napas Zalo Pay*
 Digital Marketing Providers: *Vnited.co Phibious P2P Digital Vietnam*
 E-commerce Platform Providers: *Shopify SHOPLINE Mageenest*

E-COMMERCE RELATED LEARNING RESOURCES

Atlantic Online Global Program

- § *Online in South East Asia*
- § *Website Localization*
- § *Online Marketing*
- § *Online Regulation Compliance and Security*
- § *Global E-commerce*

Trade Commissioner Services

- § *Doing business in Vietnam*
- § *Your e-commerce, your gateway to Asia*
- § *E-commerce – Grow your global presence*
- § *Step-by-Step Guide to Exporting – Step 10 – Selling Online: e-Commerce for Exporters*

Market Resources

- § *Canadian Chamber of Commerce in Vietnam*

Export Development Canada

- § *Get digital: Upping your e-commerce game*
- § *E-commerce for business: A platform primer*
- § *The new e-commerce: An eight-part series to help your company thrive*

Business Development Bank of Canada

- § *E-commerce Toolkit*

Other

- § *Go Digital Canada*
- § *Digital Mainstreet*
- § *Ignite Atlantic*

FUNDING RESOURCES FOR INTERNATIONAL E-COMMERCE

Federal Programs

- § *Atlantic Canada Opportunities Agency*
- § *Business Development Bank of Canada*
- § *Global Affairs Canada*

Provincial Programs

- § *New Brunswick*
- § *Newfoundland and Labrador*
- § *Nova Scotia*
- § *Prince Edward Island*

Other programs

- § *LearnSphere*