

Think with Google

# YEAR IN SEARCH 2022



# Look back to move your marketing forward

When life hands out lemons, people in Vietnam no longer just search for ways to make lemonade. Having weathered three years of disruptive changes, they're seeking to live life on their own terms and looking to be in control of their identities, lifestyles, and what they value.

We've noticed this shift as we analyze billions of searches every year to help marketers uncover meaningful audience insights.

## INTRO

Across APAC, searches in 2022 point to how people are standing their ground amid sustained waves of uncertainty. With open minds, quick thinking, and digital savvy, they're seeking out authentic, fulfilling ways of living, working, and being that suit them, and not simply going with what life serves up.

We've identified three key insights about people in Vietnam based on what's top of mind for them as they search. In this report, we dive into the insights, what they mean for your brand, and how you can strengthen your marketing strategy for the year ahead.

Year in  
Search 2022

THEME 1



# Soul searching

## SOUL SEARCHING

After three years of uncertainty, Vietnamese people are moving past merely coping or going with the flow. **They're reenvisioning who they can be, on their own terms.**

When border restrictions limit people to their backyards, they're taking the opportunity to dig deep into local traditions, while also connecting with global cultures from home.

## SOUL SEARCHING

People are also looking to be their most full and authentic selves. Following on the heels of the Great Resignation, the Great Exhaustion is sweeping across the world, prompting people to focus more on their well-being, and upskilling themselves to land better opportunities. They're embracing their individuality and searching with more specificity to satisfy their distinct needs and preferences.

# Soul searching

1.1

# Cultural Identity

CULTURAL IDENTITY



# Globally connected, locally focused.

We're seeing a paradoxical dissonance in people's searches: They desire to be plugged into global culture, but they're also embracing what makes Vietnamese traditions unique. This dynamic duality points to the increasing complexity of their identities as global citizens and proud denizens. Vietnamese Gen Z is leading this trend. While they are more digitally connected and engaged compared to other previous generations,<sup>1</sup> they are strong advocates of Vietnamese culture. 50% of Gen Z favors brands that reflect Vietnamese values and cultures and have timeless or classic brand associations.<sup>2</sup>

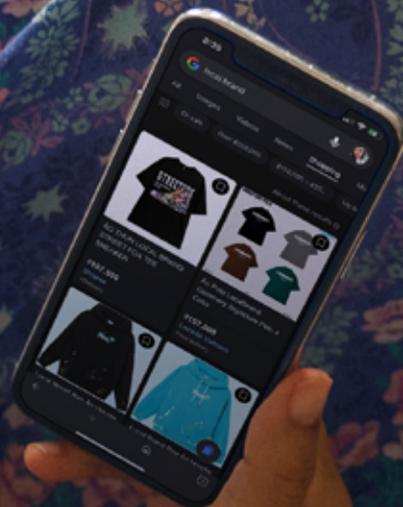
The global power of **kpop** continues to spread beyond South Korea, with a more than 10% increase in search interest on YouTube.

While search interest in **vietnamese culture** was up by over 90%.



+10%

+90%



🔍 local brand 🎤 +10%

Homegrown brands are growing in prominence, as search interest in “local brand” grew by over 10% in the apparel category.

1.2

# Personal Identity

# Refined searches.

People are searching with greater specificity as they become more aware of their distinctive identities. To unlock the power of searches tailored to their individual needs, they are adding “for” to their search keywords. For example, instead of simply searching “hair color” or “powder milk,” Vietnamese people are now searching “hair color for round face” or “powder milk for diabetes”.

Search interest in  
**màu tóc cho da ngăm**  
(hair color for tanned skin)  
increased by over 30%.

Search interest for terms containing **cho người tiểu đường** (for diabetes) grew over 20%.

Search interest in **cho người già** (for seniors) grew by over 20%.



Look back  
to move  
our market  
forward

# Taking better care of themselves.

Searches for various forms of self-care are also on the rise, including ways to avoid burnout. Indeed, some 28% of Vietnamese people (as compared with 23% of people in Southeast Asia) say they plan to spend more on self-improvement, including wellness, health and fitness, and education, while 45% (as compared with 43% of people in Southeast Asia) say they plan to maintain their spending.<sup>3</sup>

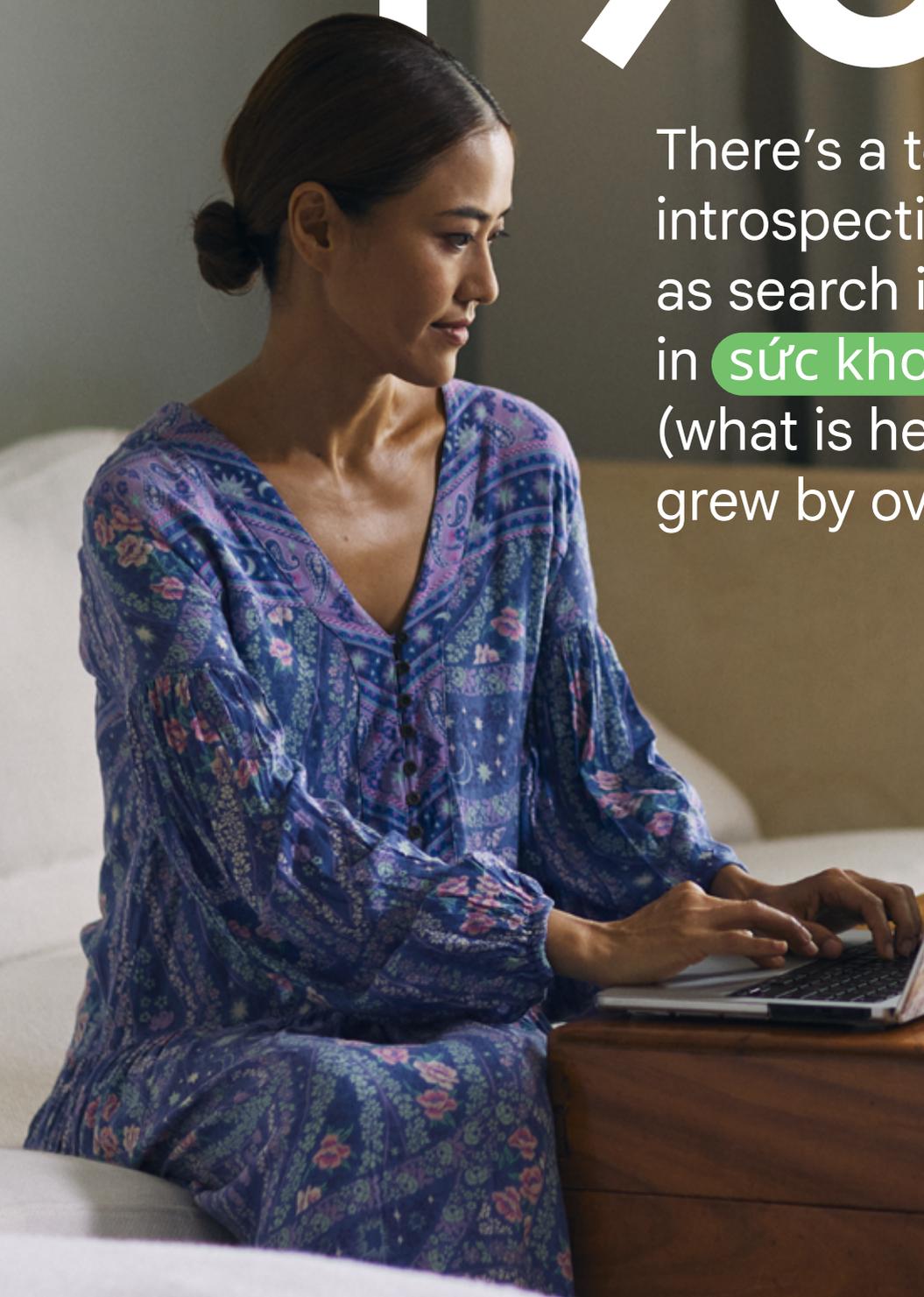
 what is stress  **+240%**

 giảm căng thẳng  **+50%**

reduce stress

# +90%

There's a touch of introspection in the air, as search interest in **sức khỏe là gì** (what is health) grew by over 90%.



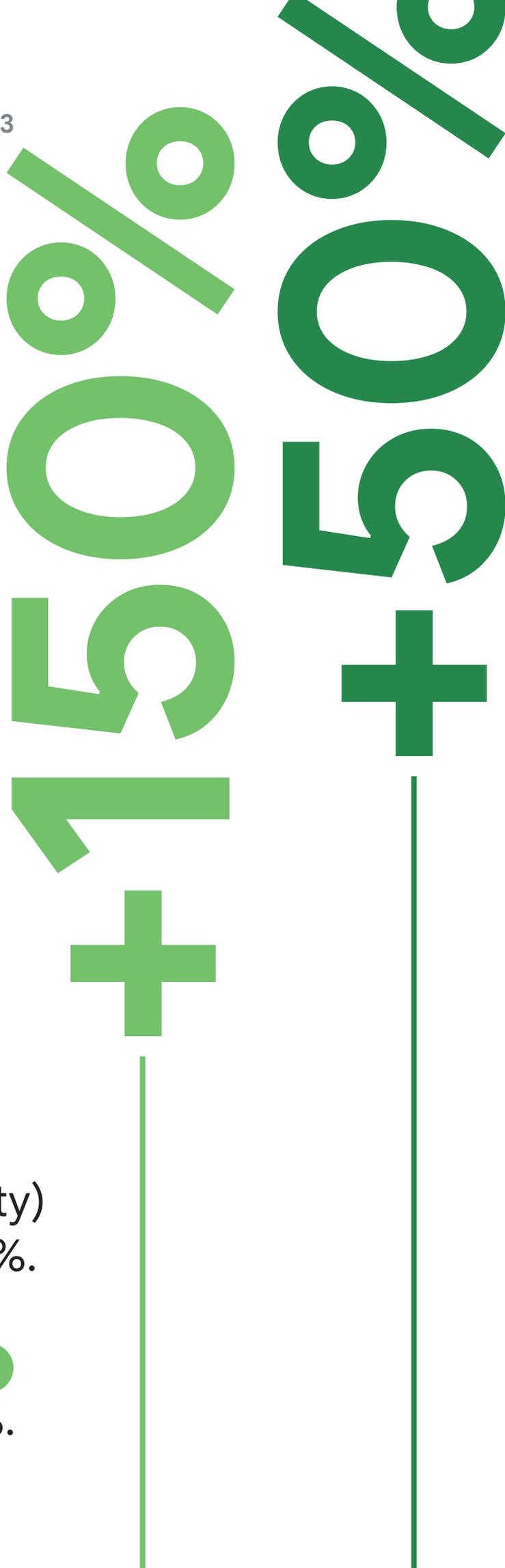
# Embracing diverse identities.

More than ever, people are embracing diverse lifestyles, with Gen Z leading the way in standing up for their personal brand, and crafting their own identities.



As Vietnamese people look to Search to become more aware, search interest in **bình đẳng giới là gì** (what is gender equality) increased by over 150%.

Search interest in **lgbt** also grew by over 50%.



1.3

# Professional Identity

# The search for new opportunities.

After the surge in unemployment rate in the second half of 2021,<sup>4</sup> the job market in Vietnam has been on a strong recovery track.<sup>5</sup> Vietnamese people have been looking for new opportunities, and ways to showcase their capabilities and skills in the job market.

People in Vietnam explored their value in the job market, with search interest in **deal lương** (salary negotiation) rising by over 20%.

Search interest in “curriculum vitae” topic increased by over 20% as Vietnamese people looked for ways to better present their skills and experience in the job application process.



**curriculum vitae**



**+20%**

# Upskilling and entrepreneurship.

Just as people are rethinking their work life, they're also expanding their skills with training, looking for more flexible work, and considering striking out on their own.





Vietnamese people want to improve their English communication skills, and are brushing up on their skills on YouTube.

Search interest in **học nói tiếng anh** (learn English speaking) rose by over 20% on YouTube.



+30%

+20%

People in Vietnam are curious about a range of gigs. Search interest in **làm thêm** (part-time job) increased by over 30%.

While search interest in **học nghề** (apprentice) grew by over 20%.

# Marketing implications

# 01

## Adopt inclusive marketing strategies as a mindset, not a checkbox.

Commit to diversity, equity and inclusion as a constant responsibility, and embed them into every aspect of your brand campaigns, from conception to execution and beyond. For marketing to feel truly inclusive and accessible, brands must understand and regard people holistically across the full spectrum of what makes up their identity, including gender, race, ethnicity, sexual orientation, and more.

One way to do this is through nuanced narratives that reflect intersectionality in your campaign messages. Brands that portray women and underrepresented groups positively have greater influence on customer intent.

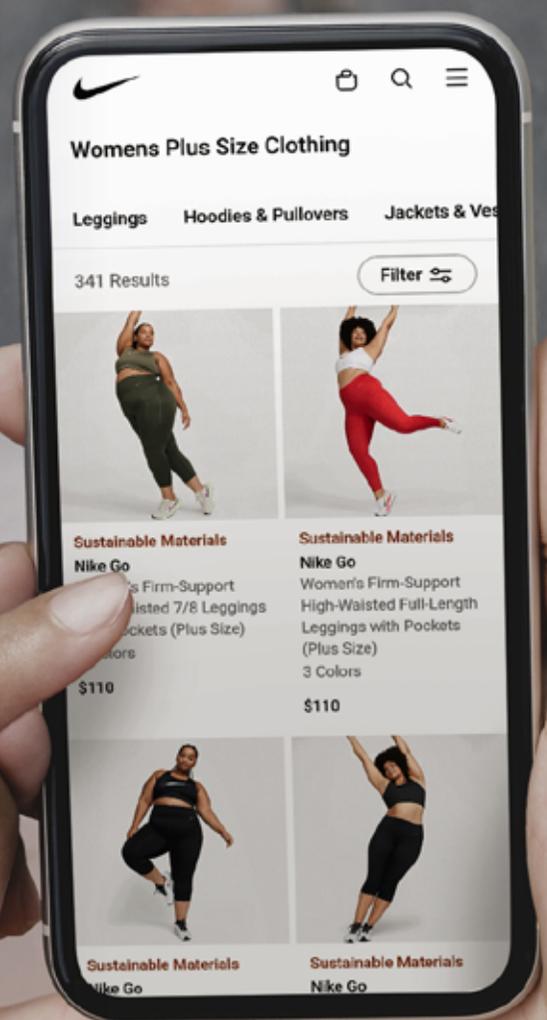
For more tips, check out [inclusive marketing best practices](#) on Think with Google.

+80%

of Gen Zers in APAC would pay more for a product if the brand supports an issue they care about.<sup>6</sup>

## Brand Example

**Nike** created an inclusive shopping experience for women, showcasing fitness clothing for bodies of all shapes and sizes. Along with a plus-size section on its website, it introduced mannequins of different shapes and sizes at its brick-and-mortar stores. By better representing real people, it helped more people see themselves as Nike athletes, fostering a deeper brand connection.

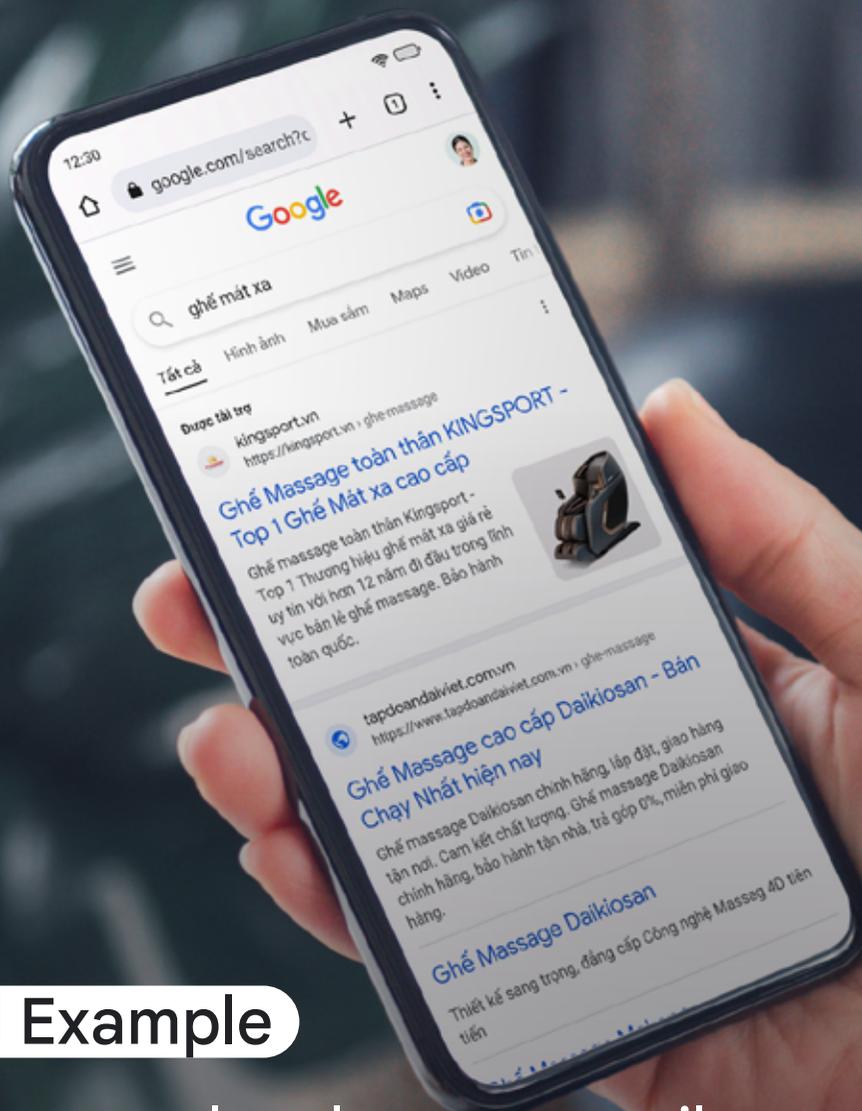


# 02

## Think visually beyond text search

Recent innovations in Search are helping consumers find what they're looking for in more natural and intuitive ways. As people increasingly search with images and text together, think about investing in compelling image assets to bring your ads to life through a diverse representation of people and products. This makes it easy for people to see relevant visuals of your products and services, and take action, especially on mobile.

In fact, advertisers see a 10% increase in click-through rates when image extensions show with their mobile Search ads.<sup>7</sup>



## Brand Example

**Kingsport**, a local sports retailer, used Image Assets to add a visual component to their Search Text Ads. Whenever someone searches for a product like a massage chair, users see an image of the relevant chairs they have on offer next to the text ad. These images also show on the Google Search Partner Network, which includes YouTube Search results pages.

Look back  
to move  
our market  
forward

THEME 2



# Value hunting

## VALUE HUNTING

As inflation rises, Vietnamese people are reassessing the cost of things. They're looking at not only the sticker price but also what they consider to be of value. **For instance, people are being more pragmatic and focusing on the essentials, with 40% of consumers making fewer impulse purchases and prioritizing needs over wants.**<sup>8</sup> Along the way, people are discovering that wallet-friendly options like second-hand clothing don't just save money; they can also help to save the environment.

## VALUE HUNTING

Trust in a brand plays a significant part in people's calculations. They're searching for clear indications of whether a brand provides quality service and reliable products. And they're looking for the one that offers the best deal overall rather than the cheapest price. It's why searches for "most popular" are higher than those for "most affordable".<sup>9</sup>

# Value hunting

Source: 9. Google Trends, Worldwide, Shopping category, Oct 5, 2021-Oct 5, 2022.

VALUE HUNTING



# 2.1

## Seeking Value and Knowledge

# People are more carefully weighing their buying options.

As costs rise, people are carefully considering how and when they spend, seizing the right moment for the best deals. Globally, search interest in **compared to** remains consistently high,<sup>10</sup> and 73% of shoppers in Southeast Asia are shifting budgets from wants to needs.<sup>11</sup> The dual forces of value and price continue to show up and vary across categories.



Source: 10. Google Trends, Worldwide, July 5, 2022-Oct 5, 2022.

11. Google Trends, Worldwide, Shopping category, Oct 5, 2021-Oct 5, 2022.



While search interest in products with **giá bình dân** (affordable price) grew by over 30%, consumers still prioritize quality over price, especially in categories such as healthcare or consumer electronics.

Search interest in **giá tốt nhất** (best price) grew by over 10% in the consumer electronics category.

Similarly, search interest in **tốt nhất** (best) grew by more than 10% in Vietnam in the vitamins and supplements category.

+10%

+10%



+10%

SEEKING VALUE AND KNOWLEDGE | INSIGHT 1



# Seeking greater economic literacy.

As the global economy remains uncertain, people are looking for information to increase their financial and economic literacy, from learning about the causes of rising prices to emerging investment trends, to make decisions that count.

🔍 thế nào là lạm phát 🎙️ **+140%**

what is inflation

🔍 cryptocurrency 🎙️ **+50%**



A woman in a grey t-shirt is shopping in a market stall. She is looking at a smartphone while holding a shopping basket. The stall is filled with fresh produce, including green leafy vegetables and red tomatoes. In the background, there are shelves with yellow plastic crates and a window with a metal grille.

# +260%

As the cost of living continues to rise in Vietnam, search interest in **giá cả hàng hoá là gì** (what is the price of goods) was up by over 260%.

# 2.2

## Saving Money and the Planet

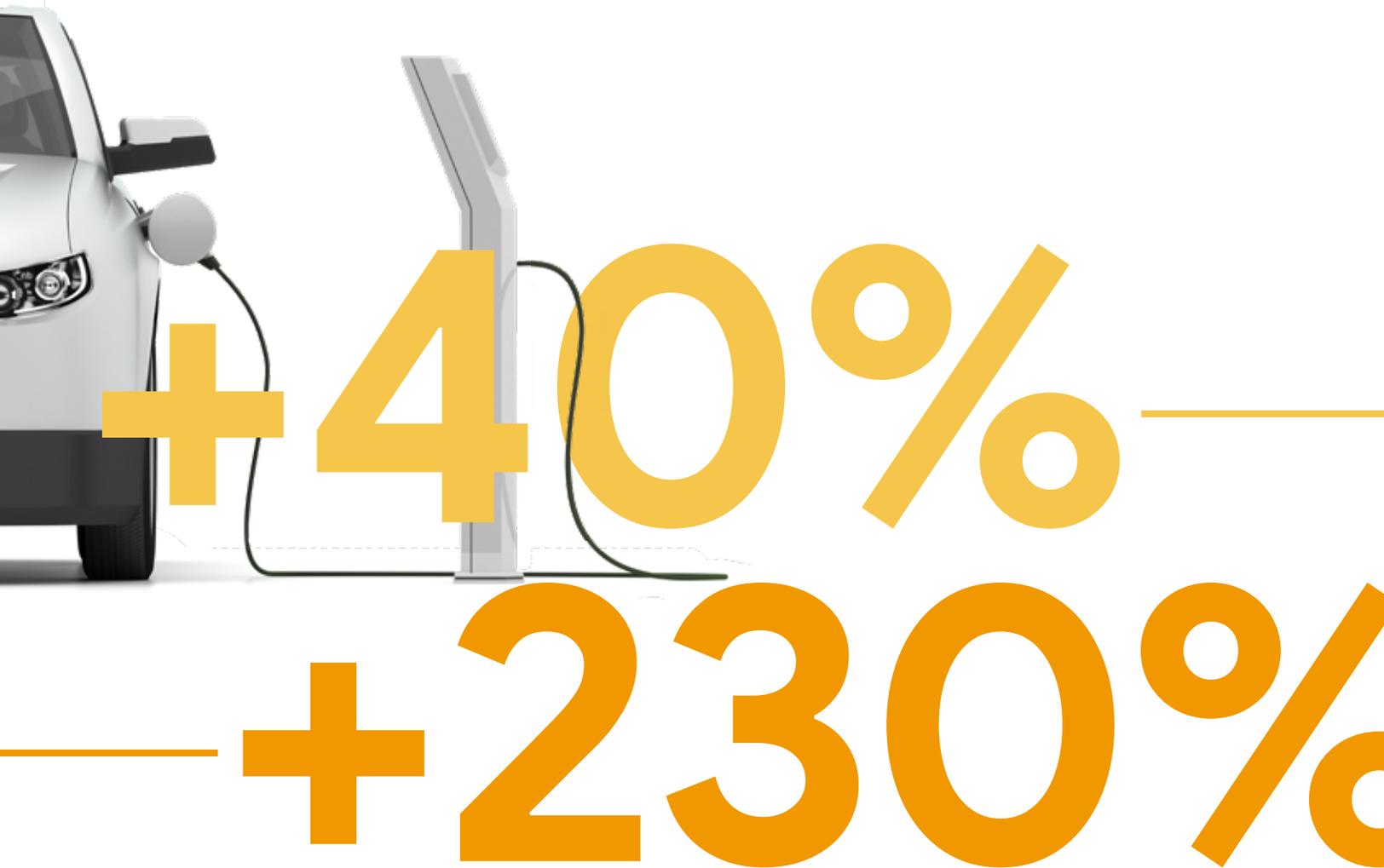
# Inflation and sustainability are going hand-in-hand, forming an unexpected alliance.

People are discovering that purchases which support sustainability, such as electric cars, can help them be savvier about their spending, especially when petrol prices rise. In fact, 73% of Southeast Asian consumers say they are willing to choose a more sustainable product or service if given the option.<sup>12</sup>

A hand is shown holding a slice of lemon and several banana peels. The hand is positioned over a grey recycling bin that contains a clear plastic container. The background is a plain, light-colored wall.

# +50%

Search interest in **rác tái chế**  
(recycling) leapt by more than 50%.



As consumers search for more environmentally friendly vehicles, search interest in **electric car** rose by over 40%.

While search interest in **nguyên nhân của ô nhiễm môi trường** (causes of environmental pollution) increased by over 230%.

As people adopted a more sustainable lifestyle, search interest in **quần áo cũ** (second-hand clothes) grew by over 10%.



2.3

Trusted  
Brands  
Above  
All Else

A photograph of a person in a grey t-shirt and blue jeans standing in a grocery store. They are holding a black smartphone in their right hand, looking at the screen. A grey plastic shopping basket is in front of them, filled with fresh produce, including green leafy vegetables and red and yellow apples. In the background, there are more baskets of produce, including a large basket of yellow lemons. The lighting is bright, typical of a grocery store.

**As economic concerns mount, consumer trust remains ever more imperative for brands.**

Shoppers enter the messy middle with doubt and skepticism, and they're scrutinizing brands and products for lasting quality as they search for daily necessities. Among Southeast Asian consumers, three of the top five factors influencing purchase decisions — positive reviews, established brands, and return/money back guarantees — are all strong signals of consumer trust.<sup>13</sup>

84%

want to trust in the brand before purchasing.<sup>14</sup>

**Source:** 13. Google-Kantar Shopper Pulse SEA, August 2022. Base: Researched and purchased product in P2M, Home appliances/White Goods Total n=420, ID n=84, SG n=84, TH n=84, VN n=84. PH n=84.

14. Google commissioned Kantar/Quantum Report: "Emotional Value of Search 2022". E4. To what extent do you agree with each of the following statements? Base: Those who have purchased or intend to purchase from the vertical within 12 months IN, ID, VN, TH, AU, All verticals n=6002.





🔍 chính sách hoàn tiền 🎧

money return policy

**+130%**

🔍 dịch vụ khách hàng 🎧

customer service

**+40%**

# +80%

Vietnamese people increasingly looked for ways to check the trustworthiness of a product or service. Search interest in **có đáng tin không** (is it trustworthy) rose over 80%, and top searches were around finance and insurance services.





# 01

## Use AI-powered ad solutions to stay nimble as trends shift.

To keep pace with how people are navigating shifts in prices, your brand can use AI-driven ads to immediately deliver the best deals to people as they search for affordable – and trusted – options.

Adopt a “tried-and-new” approach that blends traditional Search best practices with Google’s AI-powered products. For example, combining value-based bidding with broad match keywords will help your brand show up in new, high-performing queries.

# +80%

of Google advertisers around the world now use automated bidding to unlock Search's full potential.<sup>15</sup>





## Brand Example

**VPBank** imports conversions from Google Analytics 4, and bids towards them with Maximize Conversions to a target Cost per Acquisition. With this setup of deeper, more valuable conversions, they achieved a 24% improvement in their CPA and 20% increase in card approvals.

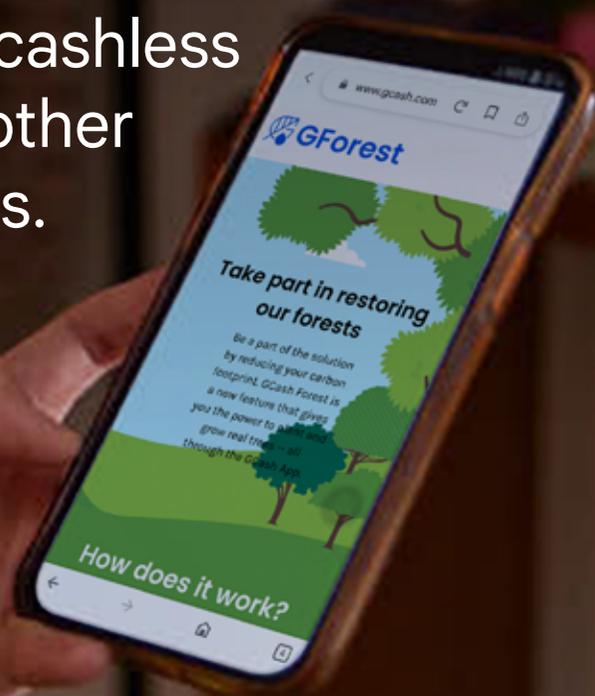
# 02

## Be transparent in your sustainable efforts.

Today, environmental issues have become the second-most pressing issue among people in Southeast Asia.<sup>16</sup> Consumers are taking note of this more than ever before, prioritizing their search for green brands. Brands poised to thrive are those that innovate to minimize their environmental impact while strengthening credibility by offering full transparency about their sustainability efforts.

## Brand Example

Malaysian social enterprise **Fugeelah** created limited-edition bags made from upcycled fabrics, while Filipino e-wallet provider **GCash** offered to plant trees in exchange for points earned when its users made cashless transactions or took other green-forward actions.



In the blooming second-hand clothing market, **Lululemon** also implemented a buyback initiative, where customers can trade in older goods and earn credits toward new sustainable purchases.

Look back  
to move  
our market  
forward

THEME 3



# Finding joy

## FINDING JOY

In the face of constant waves of disruption, people are realizing that they don't want to put their lives on hold any longer. While uncertainty persists, they're no longer letting it stop them from living their best lives, whether it's indulging in a massage or traveling for leisure. **Instead, they're finding ways to enjoy life's little luxuries, even if it means making concessions or spending extra time searching for better deals.**

## FINDING JOY

People have also merged their online and offline lives into a continuum, with people wholeheartedly embracing the convenience of digital services and the unique magic of offline experiences. As Southeast Asia's digital economy approaches \$200 billion, we see rising searches in digital services like online health check and online subscriptions. **At the same time, people are resuming their offline activities and finding options near them.**

Finding  
joy

# 3.1

## Little Luxuries and Cheap Thrills

# People care about value but aren't ready to give up the little luxuries in life.

They're searching for ways to fit expensive purchases into their budget. Some may wait to invest in big-ticket items, while others seek cheap thrills, with 80% of Southeast Asian shoppers looking for more affordable ways to treat themselves.<sup>17</sup> 68% of Vietnamese shoppers say that they will treat themselves to a non-essential product or service if it's on sale.<sup>18</sup>



People in Vietnam are looking to add a touch of opulence to their lives, as search interest in **cao cấp** (premium) increased by over 10%.

They are also looking to indulge themselves, with search interest in **massage gần đây** (massage near me) up by 150%.



# 3.2

**Travel  
Resumed,  
Even if it's  
Budget**

# In 2022, demand for travel surpassed 2019's pre-pandemic levels across most of APAC.<sup>19</sup>

75% of people say they want to travel as much as possible in the near future, and 29% of Southeast Asian shoppers say they're reluctant to put off a long-awaited trip.<sup>20</sup> They're also open to changing their daily habits to save up for big travel purchases.



Search interest  
in **check in online**  
was up by over 20%.

+40%

As people in Vietnam plan their leaves, search interest in **du lịch nghỉ dưỡng** (holiday travel) rose by over 40%.

## **Travel preferences are generational.**

Millennials are more likely to splurge and treat themselves, with 1 in 5 searching for top-of-range vacation options, and 3 in 10 opting for premium travel products and experiences. Among Baby Boomers, 57% say value is important when planning their travels, and 50% say that they want flexible options for free cancellation or rebooking.<sup>21</sup>

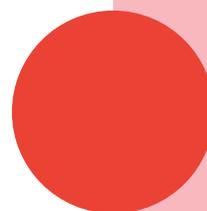


# 3.3

Using  
Online  
to Simplify  
the Offline

# People are increasingly savvy about which channels they use to optimize their experiences.

They're using digital services in bigger ways than ever before to make their lives easier, and investing the time they save to enjoy the offline experiences that matter to them.



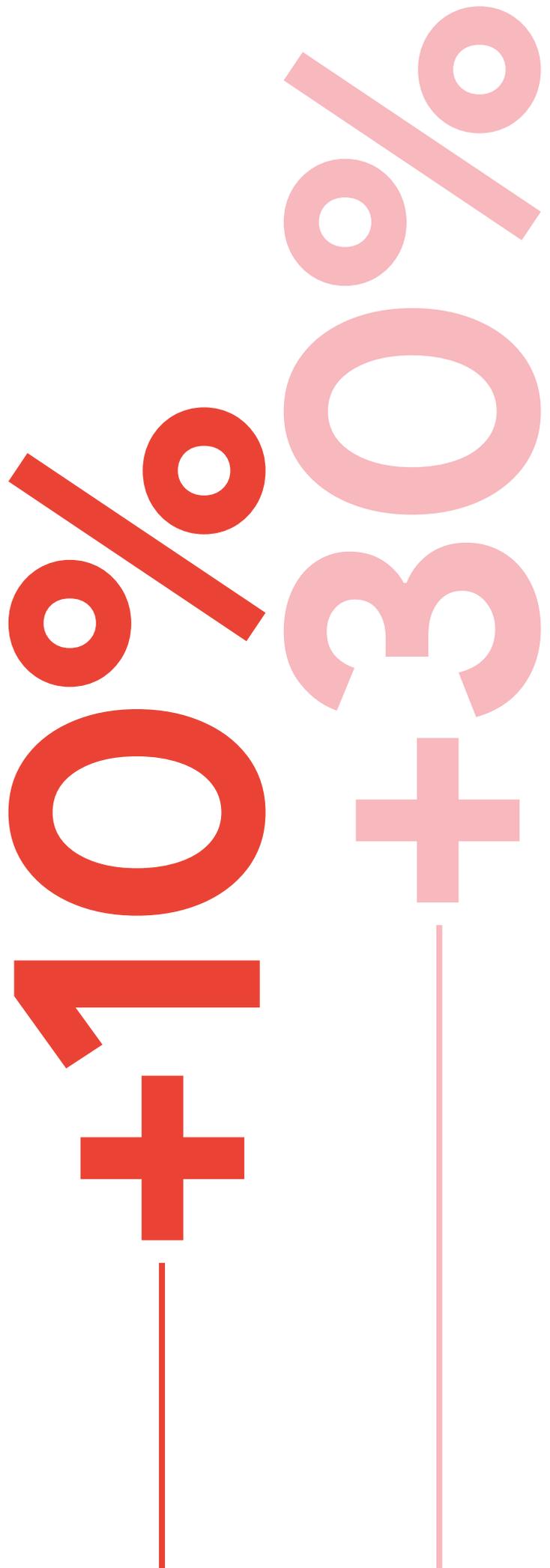


## Online search trends:

Search interest in **khám bệnh online** (online health check) jumped by over 20%.

Convenience is top of mind. Search interest in **mua gói** (purchase subscription) grew by over 10%.

Search interest in **qr code** also rose by over 30%, as people were using it much more to make payments or access a direct link more easily.



## Offline activity search trends:

As Vietnam gets back on its feet, search interest for terms including **gần đây** (near me) rose by over 20%.

While search interest in **nấu ăn** (cooking) also increased by over 20%.



🔍 nhà hàng hải sản 🎤 +70%

Dining in restaurants is also back on the menu, as search interest in “nhà hàng hải sản” (seafood restaurant) climbed by over 70%.

# Marketing implications

# 01

## Respond to consumer demand in real-time.

These Search trends give us a sense of what matters to people in the moment; how they're feeling and what they're looking for. Use the [Google Ads Insights](#) page to identify new and changing consumer demand, and respond quickly, including in real-time. The data shows how search behavior is shifting in the moment and can be tailored to individual business preferences, such as location and language.

# 02

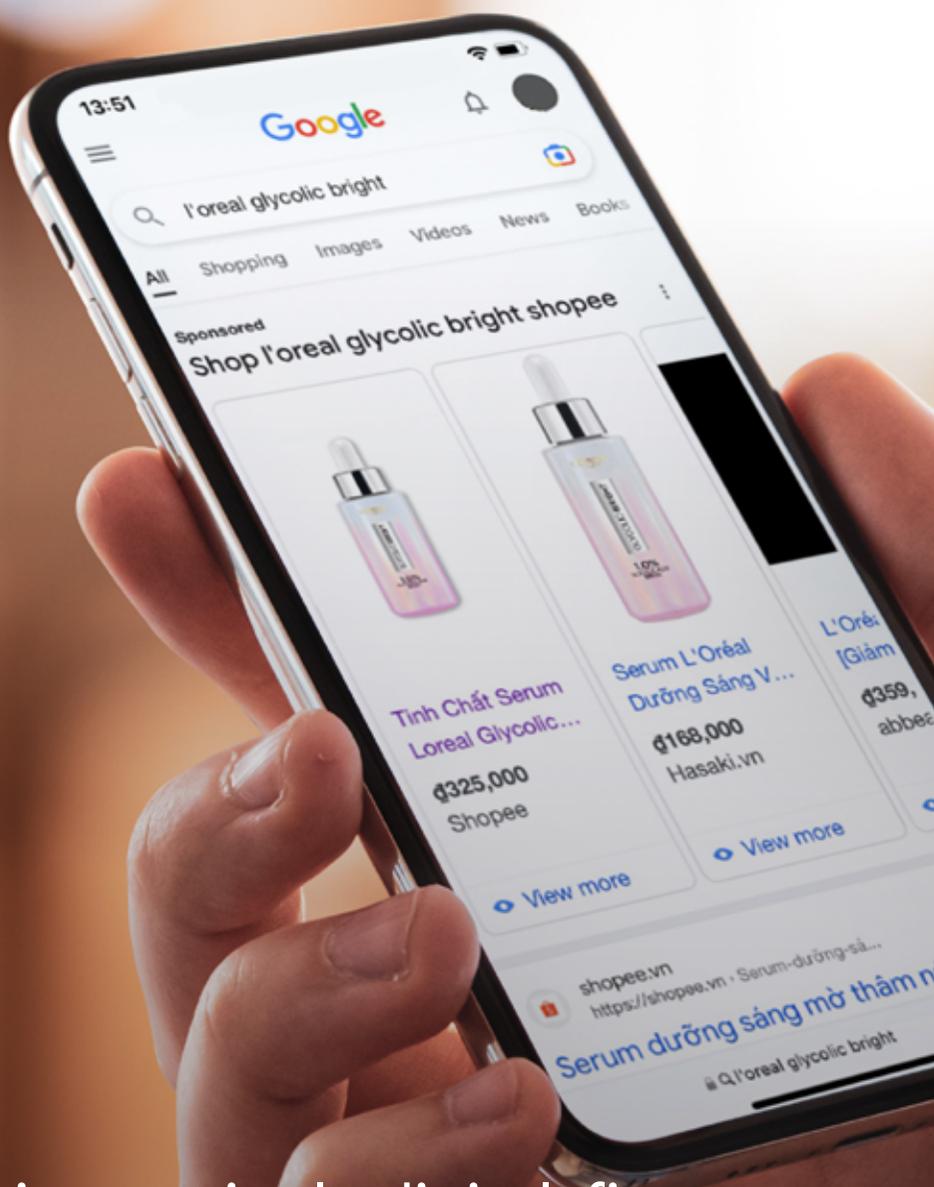
## Rethink online and offline boundaries to meet your shoppers wherever they are.

Today's customers are living — and shopping — in a channel-less world, making a frictionless omnichannel strategy more important than ever. Globally, search interest for **in-store** has nearly tripled since the beginning of 2022.<sup>22</sup> At the same time, 90% of APAC consumers expect retailers to sell their products online, and even those who purchase offline still refer to at least one digital channel for research.<sup>23</sup>

Use Performance Max campaigns to promote your products or services across all of Google's advertising channels and inventory by creating one easy-to-manage campaign.

Source: 22. Google Trends, Worldwide, Shopping Category, Jan 1, 2022–Nov 3, 2022.

23. Google-commissioned Ipsos COVID-19 tracker, AU, BR, CA, CN, FR, DE, IN, IT, JP, MX, RU, ZA, KR, ES, U.K., and U.S., n=500–1,000 online consumers 18+ per market, Dec. 2–5, 2021.



## Brand Example

Shoppers today are increasingly digital-first and expect brands to sell their products online. For **L'Oréal**, the world's No. 1 beauty group, e-commerce is its top growth channel in Vietnam and the rest of APAC. In their search for new ways to connect with online shoppers at scale and speed, **L'Oréal** turned to Performance Max. They successfully used this new campaign type to reach more customers across channels and unlock profitability using Google's AI.

**The marketing tips that we've shared here will help you unlock consumer trends in Vietnam, and find business growth through Search and marketing innovations. We'll continue to share more of such important consumer trends and marketing strategies throughout the year on [Think with Google](#), so stay subscribed for the latest insights.**

All Google Search data points included in this report are from Google Trends, Sept 2021-Sept 2022 versus year over year, unless otherwise indicated.

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Think with 

**YEAR IN  
SEARCH  
2022**