



Households: Vietnam

September 2025

Table of Contents

HEADLINES

PROSPECTS

Couples with children is the leading type of household in Vietnam, as family sizes shrink

Ho Chi Minh City's rapid urbanisation and economic growth raise equity concerns

Disposable income sees significant real growth in 2024

Smartphone ownership and government initiatives spur digital growth

Infrastructure investments sets housing completions and prices for steady growth

HOUSEHOLD PROFILE

Chart 1 - Household Profile: 2024-2029

Chart 2 - Households by Number of Persons: 2029

Chart 3 - % of Households by Number of Children: 2029

Chart 4 - Households by Type of Household: 2029

Chart 5 - Consumer Expenditure by Household Type in Vietnam: 2019/2024/2029

Chart 6 - Household Head's Sex and Employment in Vietnam: 2029

Chart 7 - Households by Education of Head of Household: 2029

Chart 8 - Households by Economic Status of Head of Household in Vietnam: 2029

Chart 9 - Households by Age of Head: 2029

Chart 10 - Household Penetration by Facilities: 2029

Chart 11 - Household Possession of Kitchen Durables in 2029: % of Households

Chart 12 - Household Possession of Other Durables in 2029: % of Households

Chart 13 - Household Digital Penetration in Vietnam Compared to Global Average: 2029

Chart 14 - Possession of Entertainment Electronics in 2029: % of Households

Chart 15 - Possession of Other Electronics in 2029: % of Households

Chart 16 - Key Metrics of Households Property Market: 2019-2029

Chart 17 - Housing Stock by Construction Year

Chart 18 - Households by Number of Rooms: 2029

Chart 19 - Households by Size of Dwelling in Vietnam: 2029

Chart 20 - Housing Completions and House Price Index in Vietnam: 2019-2025

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/households-vietnam/report.