

Reviewing Trends in Vietnam for the Year 2025

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Overview

In the evolving landscape of 2025, Vietnam navigated a year shaped by continued economic adjustments and shifting social dynamics. This report offers a comprehensive snapshot of the nation, highlighting key developments across social, economic, and youth trends.

Drawing insights from a survey conducted with 205 respondents, as well as valuable input from Q&Me staff, the findings offer a nuanced understanding of Vietnam's evolving socio-economic fabric. This report is a timely snapshot, providing key perspectives on the representative news that shaped Vietnam's narrative throughout the year.

The report was summarized in December, 2025

2025 key highlight

Key trend

Rising National Solidarity and Patriotic Sentiment

National solidarity and patriotic sentiment have become visible through Independence Day and Reunification Day celebrations and flood relief efforts.

From A50 to A80: Nurturing patriotism and national pride



In 2025, Vietnam commemorated 50 years of national reunification and 80 years of independence through celebrations and grand parades in Ho Chi Minh City and Hanoi, moments that stirred deep national pride and reflected the enduring unity of the Vietnamese people.

Source: vietnamnet.vn

Spreading compassion through floods relief efforts



As historic floods struck Central Vietnam, the country was deeply moved by the outpouring of solidarity, with people from every region reaching out to support one another and keeping the spirit of compassion alive in the face of hardship.

Source: vietnamnews.vn

Key trend

National infrastructure initiatives

Major projects like Long Thanh International Airport and the Ben Thanh–Can Gio metro are accelerating, highlighting Vietnam's strong push for infrastructure growth and urban connectivity in the years ahead.

Long Thanh International Airport



Long Thanh International Airport in Dong Nai, the largest airport project in Vietnam, is expected to open commercially by mid-2026; it is designed to greatly boost regional connectivity, attract investment, create jobs, and drive economic growth while easing congestion at Tan Son Nhat.

Source: news.tuoitre.vn

Ben Thanh – Can Gio metro



December 19 marks the official groundbreaking of the 54-km Ben Thanh–Can Gio high-speed metro, with operations expected to start in 2028.
By 2035, HCMC plans to roll out and complete 11 railway lines spanning over 400 km, linking the urban core to inter-regional areas, including the Ben Thanh–Can Gio line.

Source: vietnamnet.vn

Key trend

Administrative and retail system restructuring

Vietnam is accelerating governance and tax digitalization, with HCMC's administrative reforms and mandatory e-invoicing pushing businesses to adapt and operate more efficiently.

Ho Chi Minh City's administrative reorganization



Ho Chi Minh City is implementing administrative reforms, including a two-tier urban government model and streamlined procedures to improve efficiency. The reorganization of administrative units requires businesses and associations to adjust their structures to continue operating smoothly.

Source: vietnam.vn

The mandatory adoption of e-invoicing in Vietnam



Vietnam is enforcing a tax digitalization reform requiring household businesses to issue electronic invoices and transactions data in real time under Decree 70/2025. The policy improves tax transparency and pushes small traders and service providers to adopt digital systems.

Source: vietnamnews.vn

Key trend

Wave of electrification (EV)

Continued EV incentive policies and VinFast's leadership are driving electric vehicles into everyday urban life.

EV – related policies in Vietnam



Ha Noi will ban gasoline motorbikes inside Ring Road 1 from July 1, 2026, as part of a national anti-pollution effort.

Source: en.baochinhphu.vn

Ha Noi proposes subsidies of up to VND20 million for low-income and VND15 million for near-poor households to switch to electric motorbikes.

Source: vietnamnews.vn

Vinfast's leading in EVs industry in Vietnam



In 2025, VinFast saw strong EV growth in Vietnam, with 23,186 deliveries in November and around 147,450 total EVs delivered year-to-date.

This growing presence, supported by popular models and a wider service network, is making EVs more accessible for daily use in Vietnam.

Source: vinfastauto.us

Key trend

Vietnam’s AI Shift: Infrastructure and Talent

While global AI adoption is accelerating infrastructure investment in Vietnam, it is also having a significant impact on the talent and recruitment industry.

AI-focused infrastructure investment in Vietnam



Vietnam plans to build a national AI supercomputing center and a shared open data platform as part of its efforts to strengthen core AI infrastructure.

Source: vietnamnet.vn



As the global AI race shifts to infrastructure, Viettel is investing heavily in data centers and GPUs to power “Make in Vietnam” AI solutions at scale.

Source: viettelai.vn

AI’s changing recruitment industry



In 2025, AI is significantly reshaping the talent and recruitment industry by making AI-savvy and tech-driven skills essential, as employers increasingly prioritize candidates who can apply AI to improve productivity and support digital transformation.

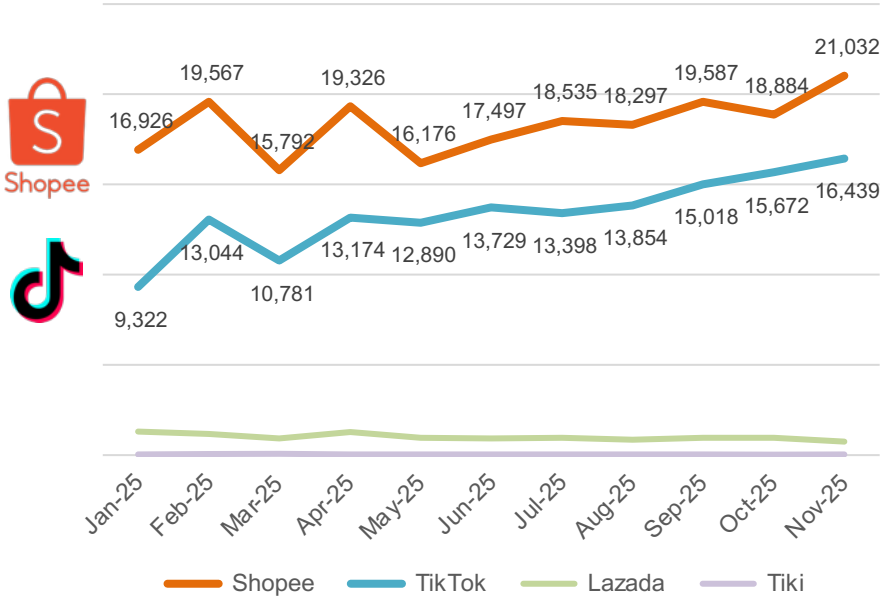
Source: news.laodong.vn

Key trend

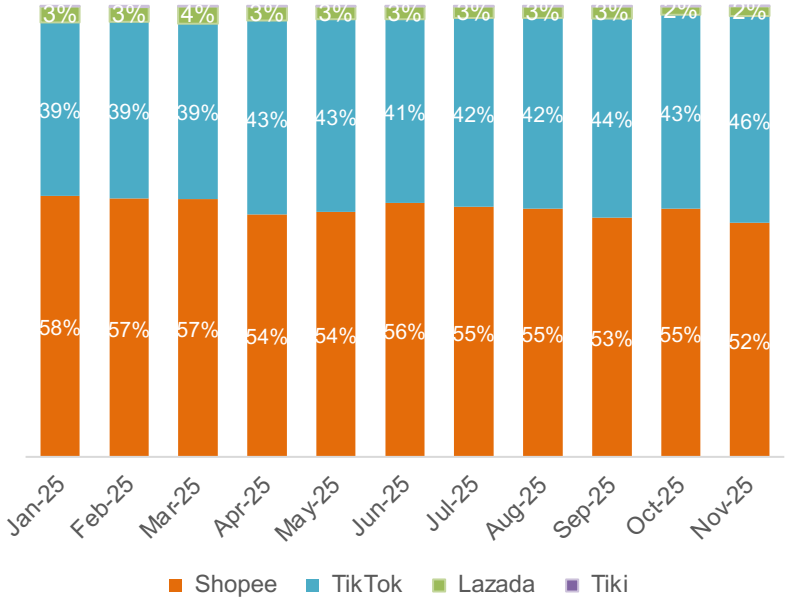
Live commerce as the main stream

Market is dominated by Shopee and TikTok. The gaps between two brands are getting narrower. Lazada and Tiki now struggle in the market.

Online shopping revenue trend (billion VND)



Brand share among 4 brands

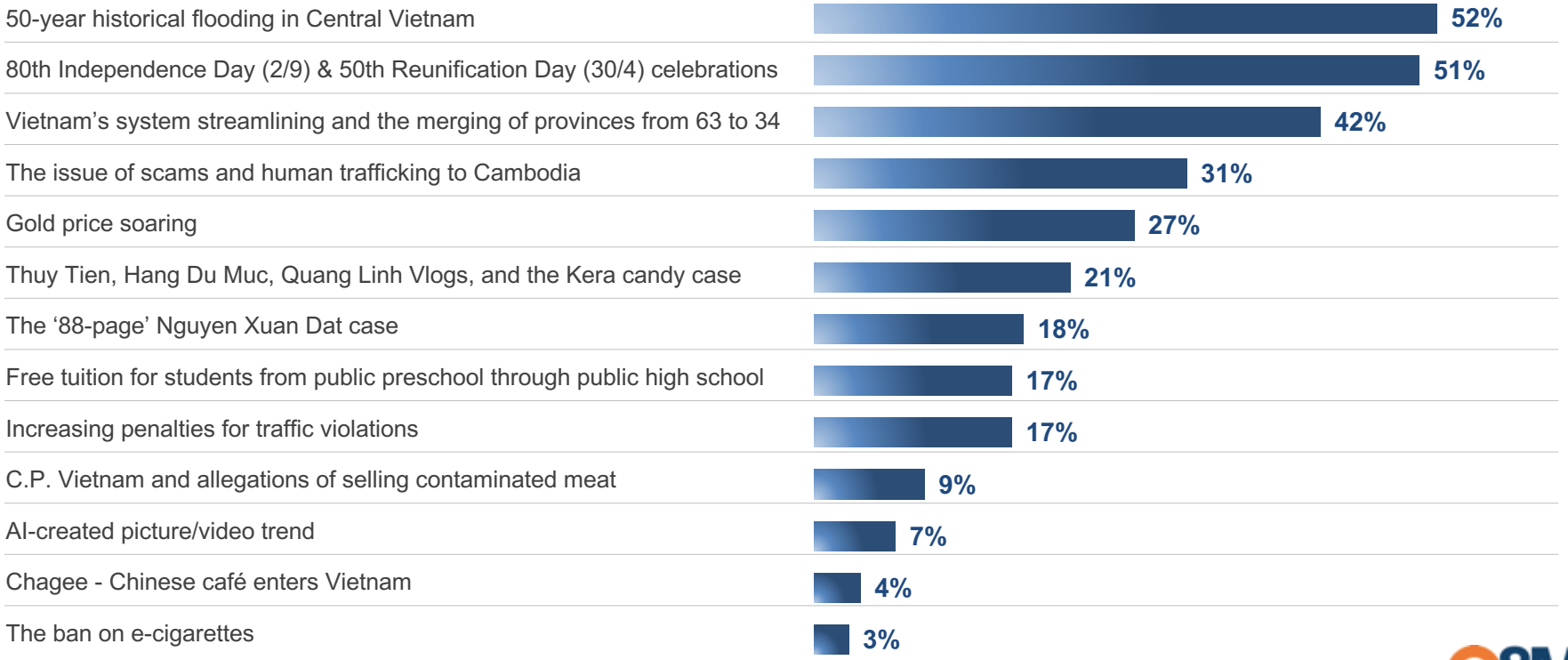


Source: Metrics. Jan 1 – Nov 30, 2025

2025 key highlight – Vietnamese audience consumer data

Trend Voting – Economy and Social news

In 2025, public attention in Vietnam centered on major events with significant national impact, including extreme natural disasters, national milestones, and major government reforms.



Historical flooding news

Information on the damage, recovery, and support for communities hit by the historical flooding in Central Vietnam drew the most attention from Vietnamese people.

52%

Respondents vote this news as the biggest news in Vietnam in 2025



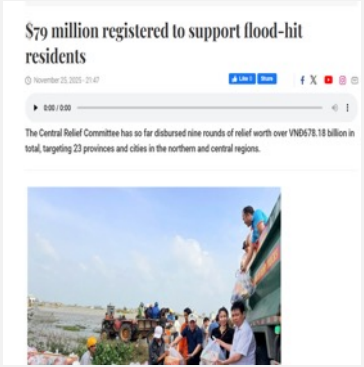
Historic flooding was recorded as the Ky Lo, Ba, and Dinh rivers rose above their previous record levels set in 2009, 1993, and 1986, respectively.

Source: vietnamnet.vn



As of Nov 21, historic flooding killed or left 52 people missing and caused about VNĐ3 trillion (US$113 million) in damage.

Source: vietnamnews.vn



Vietnamese people nationwide rallied to support flood-hit areas, with donations to the Central Relief Committee exceeding 2.08 trillion VNĐ.

Source: vietnamnews.vn

Independence & Reunification Day celebrations

The 50th Reunification Day and the 80th Independence Day anniversary parades sparked strong patriotism and collective pride, drawing widespread public attention and engagement nationwide.

51%

Respondents vote this news as the biggest news in Vietnam in 2025


Travel | Places | Food | Guide | Visa | Puzzle

Flags paint Vietnam's largest city red ahead of Reunification Day celebration

Many streets and tourist attractions in Ho Chi Minh City, Vietnam's largest metropolis, are adorned with national flags and flowers, creating a joyful and vibrant atmosphere ahead of the 50th anniversary of the national reunification on April 30.

Ahead of Reunification Day, Ho Chi Minh City is filled with red flags and decorations across homes, shops, and public spaces, creating a festive, patriotic atmosphere.

Source: e.vnexpress.net



Vietnam marked the 50th anniversary of reunification with a 13,000-participant parade, and large crowds gathered overnight to watch the event.

Source: e.vnexpress.net



Hundreds of thousands of citizens gathered along the streets to welcome the parade and events marking the 80th anniversary of the August Revolution and National Day.

Source: vietnam.vnanet.vn

Vietnam’s system streamlining and province mergers

Vietnam’s large-scale province merger captured public interest as one of the most significant governance changes in years.

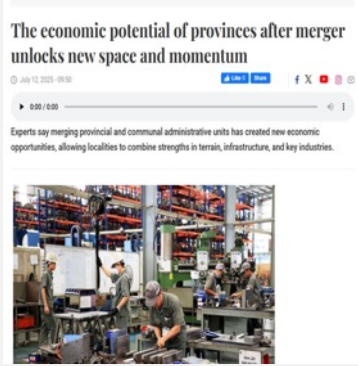
42%

Respondents vote this news as the biggest news in Vietnam in 2025



In 2025, Vietnam carried out one of its biggest administrative reforms, merging provinces from 63 to 34 to streamline governance nationwide.

Source: vietnamnet.vn



After merging provinces, Vietnam formed larger regions that can combine strengths in land, infrastructure, industry, tourism, and workforce.

Source: vietnamnews.vn



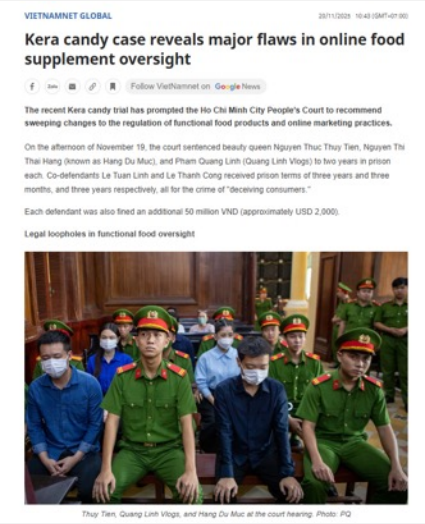
Vietnam’s system streamlining adopts a two-tier local government to reduce bureaucracy and improve efficiency and responsiveness.

Source: vietnamnet.vn

Other major events…

From consumer trust scandals to cross-border trafficking, these risks persisted in 2025 and remained a major public concern, as police stepped up enforcement to curb them.

Influencer fake supplement scandal



VIETNAMNET GLOBAL

Kera candy case reveals major flaws in online food supplement oversight

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The recent Kera candy trial has prompted the Ho Chi Minh City People's Court to recommend sweeping changes to the regulation of functional food products and online marketing practices.

On the afternoon of November 19, the court sentenced beauty queen Nguyen Thuc Thuy Tien, Nguyen Thi Thai Hang (known as Hang Du Muc), and Pham Quang Linh (Quang Linh Vlogs) to two years in prison each. Co-defendants Le Tuan Linh and Le Thanh Cong received prison terms of three years and three months, and three years respectively, all for the crime of "deceiving consumers."

Each defendant was also fined an additional 50 million VND (approximately USD 2,000).

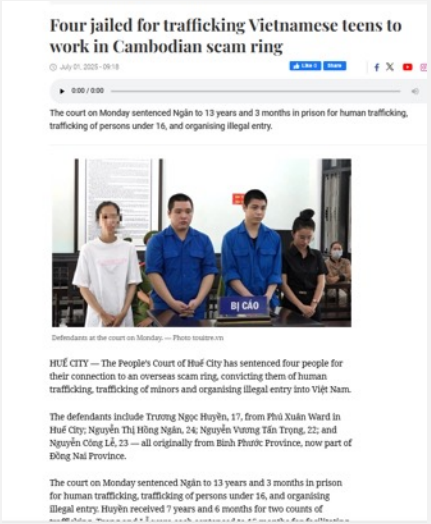
Legal loopholes in functional food oversight

Thuy Tien, Quang Linh Vlogs, and Hang Du Muc at the court hearing. Photo: PQ

In 2025, Vietnam's police cracked down on multiple counterfeit cases involving fake food, medicines, and dietary supplements.
The most shocking case involved well-known influencers Hang Du Muc, Quang Linh Vlogs, and beauty queen Nguyen Thuc Thuy Tien, accused of producing fake functional foods and deceiving customers.

Source: vietnamnet.vn

Issue of scams and human trafficking to Cambodia



Four jailed for trafficking Vietnamese teens to work in Cambodian scam ring

The court on Monday sentenced Ngân to 13 years and 3 months in prison for human trafficking, trafficking of persons under 16, and organising illegal entry.

BỊ CÁO

Defendants at the court on Monday. — Photo toaantv.vn

HUẾ CITY — The People's Court of Huế City has sentenced four people for their connection to an overseas scam ring, convicting them of human trafficking, trafficking of minors and organising illegal entry into Việt Nam.

The defendants include Trương Ngọc Huyền, 17, from Phú Xuân Ward in Huế City; Nguyễn Thị Hồng Ngân, 24; Nguyễn Vương Tấn Trọng, 22; and Nguyễn Công Lễ, 23 — all originally from Bình Phước Province, now part of Đồng Nai Province.

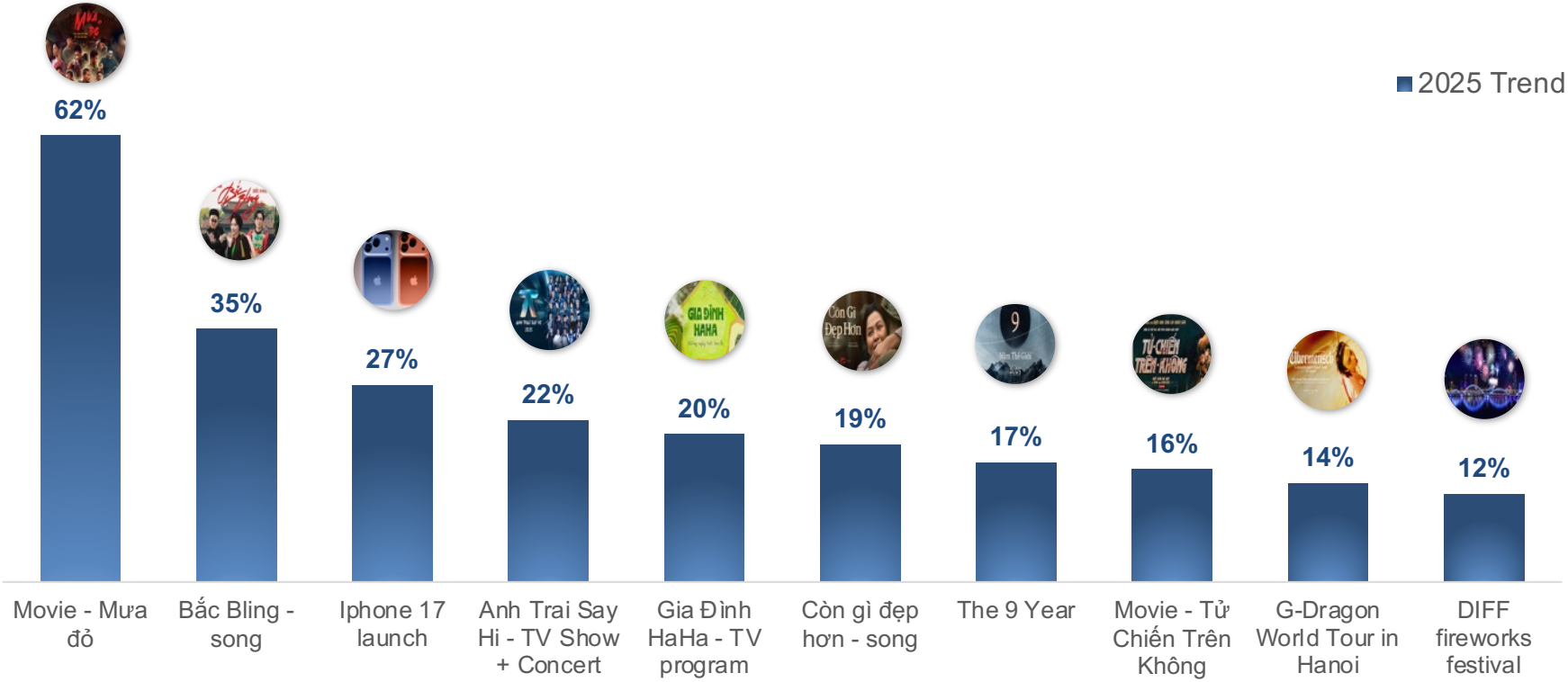
The court on Monday sentenced Ngân to 13 years and 3 months in prison for human trafficking, trafficking of persons under 16, and organising illegal entry. Huyền received 7 years and 6 months for two counts of

Human trafficking networks in Southeast Asia - especially schemes luring Vietnamese victims to Cambodia's online scam hubs for forced work - remain a persistent and worrying problem in 2025, drawing continued public attention and anxiety despite not being new.

Source: vietnamnews.vn

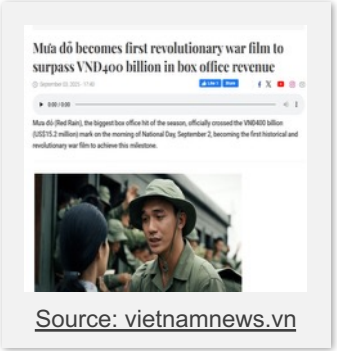
Social trend voting

The year 2025 saw ‘Mưa đỏ’ emerge as a standout phenomenon, alongside entertainment shows, concerts, and major social events shaping public discussions in Vietnam.

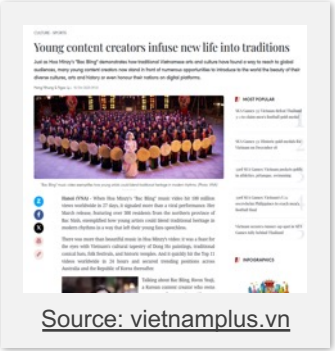


Cultural pride and patriotism on the rise

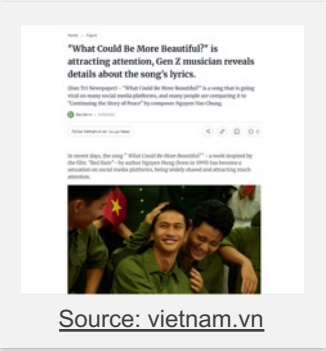
This year's major national celebrations have amplified cultural pride and patriotism, driving strong interest in films and music that reflect Vietnamese national identity.



Source: vietnamnews.vn



Source: vietnamplus.vn

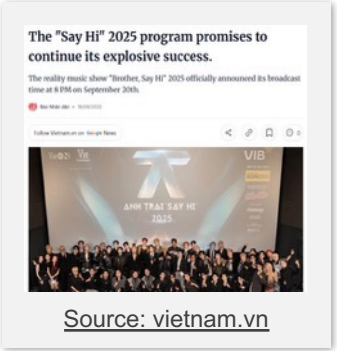


Source: vietnam.vn

		Mưa đỏ - Movie	Bắc Bling - Song	Còn gì đẹp hơn - Song
Area	Ho Chi Minh	52%	30%	17%
	Hanoi	73%	41%	21%
Gender	Male	59%	35%	19%
	Female	64%	35%	19%
Age group	20-29 years old	60%	27%	19%
	30-39 years old	63%	42%	19%

TV shows and concerts still attract attention in 2025

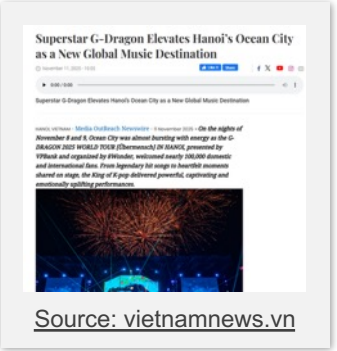
Building on the strong momentum of 2024, TV shows, programs, and concerts remain highly engaging in 2025.



Source: vietnam.vn



Source: vietnamnews.vn



Source: vietnamnews.vn

		ATSH (TV show + concert)	Gia đình HaHa (TV program)	G-Dragon World Tour
Area	Ho Chi Minh	22%	22%	10%
	Hanoi	23%	19%	18%
Gender	Male	22%	13%	17%
	Female	23%	25%	12%
Age group	20-29 years old	24%	28%	12%
	30-39 years old	21%	15%	15%

Other social trends…

In 2025, Vietnamese audiences showed strong interest in hot topics ranging from the iPhone 17 launch and the “Year of the Number 9” trend to major events like DIFF and Miss Universe 2025.

Technology

Vietnam saw unprecedented iPhone 17 pre-order demand.

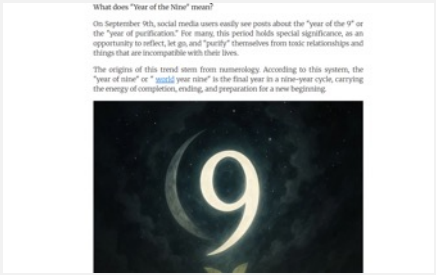
Source: news.tuoitre.vn



Numerology

The “Year of the Number 9,” or “Year of purification” trend went viral on social media.

Source: vietnam.vn



Event

DIFF – Fireworks festival

Nearly 1.9 million visitors attended the festival, up 26% year on year.

Source: en.sggp.org.vn



Miss Universe 2025

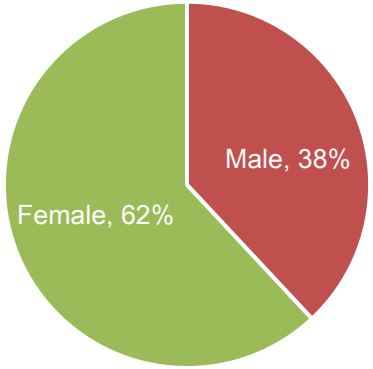
Ms. Huong Giang gained attention as Vietnam and Asia’s first transgender Miss Universe contestant

Source: vietnam.vn

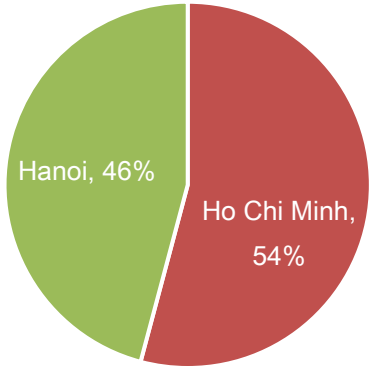


Respondent profile (n = 500)

Gender



Area



Age

