The Old Tet Playbook Is Breaking

~27%

of annual FMCG sales still come from Tet

- Tet still drives **over a quarter of annual FMCG sales.**
- **T**he growth is increasingly **driven by price, not consumption.**
- Historical growth patterns are **becoming less predictive.**



If consumers are **spending more carefully than ever**, where will incremental Tet **growth actually come from in 2027**?

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Tet is moving from celebration-first to value-first



96%

consumers say family reunion remains sacred



84%

consumers want simpler Tet preparation



69%

consumers worry about Tet expenses

The categories winning in 2027 will be those helping consumers

- Preserve meaning
- Save effort
- Save money

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The Real Battle Is Shopping Missions, Not Demographics

- **Five distinct Tet shopping missions are reshaping how households spend.**
- **Households may trade down in one mission but premiumizing in another.**
- **Brands must align with missions, not just categories.**

FULL REPORT UNCOVERS:

Who | ***Buy what*** | ***Where***

01 Prepare
Stock up on essentials to get ready for Tet.

02 Celebrate
Gather and enjoy meaningful moments with family.

03 Gift
Give thoughtful gifts that convey respect and care.

04 Indulge
Treat yourself and loved ones to special delights.

05 Travel
Reunite and explore new experiences.

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Tet Gifting: From Quantity to Thoughtful Value

The winners of Tet gifting 2027 may not be the brands with **the biggest gift sets**. They may be the brands that **solve "thoughtful gifting."**

THEN
Bigger baskets
and formal gifting

NOW
Health, usefulness,
personal relevance,
and trusted brands





51% **prioritize**
better quality gifts

44% **prefer**
health-oriented gifts

42% **want**
more practical gifts

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One Tet, Two Distinct Paths to Purchase

Urban Vietnam

Shops hypermarkets and online e-commerce

Discovers on social, acts fast

Values convenience



Rural Vietnam

Relies on traditional trade and local grocery stores.

Word of mouth and local influence

Values relationships and in-store influence

> A one-size-fits-all Tet strategy misses the mark - urban speed and rural trust follow **different rules.**

FULL REPORT UNCOVERS CHANNEL BY:

Mission | ***Category***

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Health Is No Longer Just Daily – It's a Tet Trend

44% plan to prioritize health-oriented gifts

- Reduced sugar
- Functional beverages
- Wellness gifting
- Health-based premiumization



Consumers are increasingly **expressing care through wellness** rather than indulgence.

Which of your brands is currently positioned to cater this trend?

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Where will Tet 2027 growth come from?

	PRODUCT CATEGORIES	CONSUMER MISSIONS
CORE	Biscuits & Confectionery Non-alcoholic Drinks Beer & Alcohol	Sharing & guests Family meal celebration Social gathering
EVOLVE	Household Cleaning Health & Beauty	Tet preparation shortcut Self-care & festive readiness Health & wellness gifting Personalized gifting

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Thank You!

