



VIETNAM MARKET REPORT | RETAIL INVESTORS SURVEY

Survey conducted by Indochina Research (Vietnam) Ltd
August 2021

KEY STOCK MARKET FACTS



\$18,000

is the average invested in stocks by each survey participant



35%

have more than 50% of their total investment in Stocks



30%

invest on margin



80%

have recorded gains in the past 1 year



54%

trade stocks at least once per week



60%

keep the stocks for less than 3 months



67%

expect annual returns from 11% to 30%



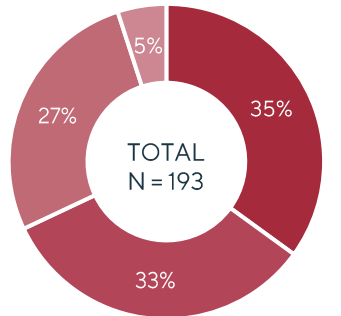
60%

predict the market will grow more than 5% by the end of 2021

MARKET OVERVIEW

US\$18K

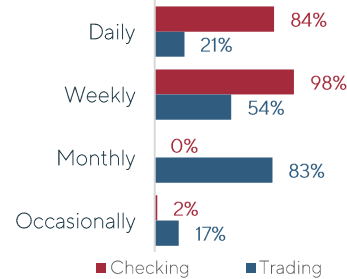
is the average portfolio value of survey participants



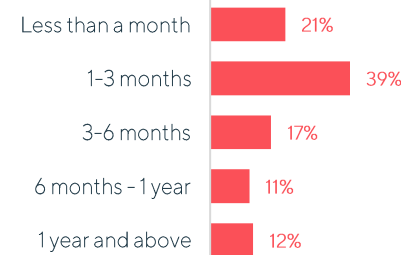
- Under 100M VND (<\$4,500)
- 100M - 500M VND (\$5,400 - \$22,000)
- > 500M VND (>\$22,000)
- N/A

Trading behaviour

84% surveyed investors check the market index daily, but would trade on a monthly basis.



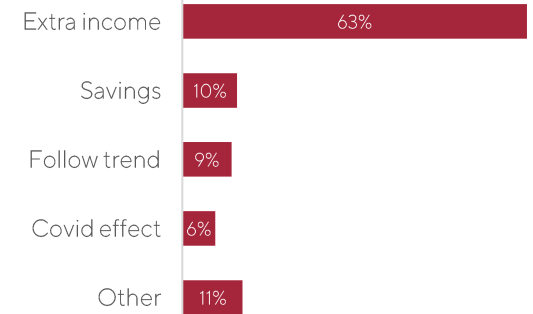
Most investors (88%) keep their stock less than a year



Reasons to invest

6 out of 10 (63%) surveyed investors consider their stock investment as a source of extra income.

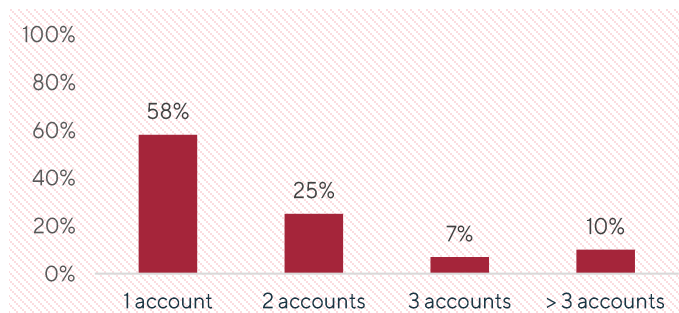
Only 10% see it as long-term savings.



96%

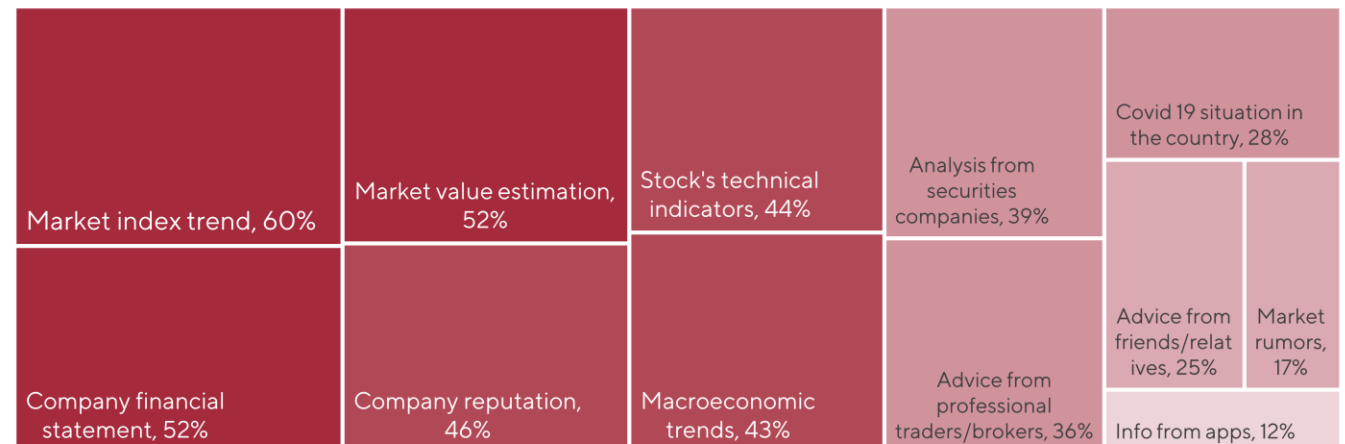
trade through online trading apps

4 out of 10 even have multiple accounts to optimize their trading experience and gains.



Sources of influence

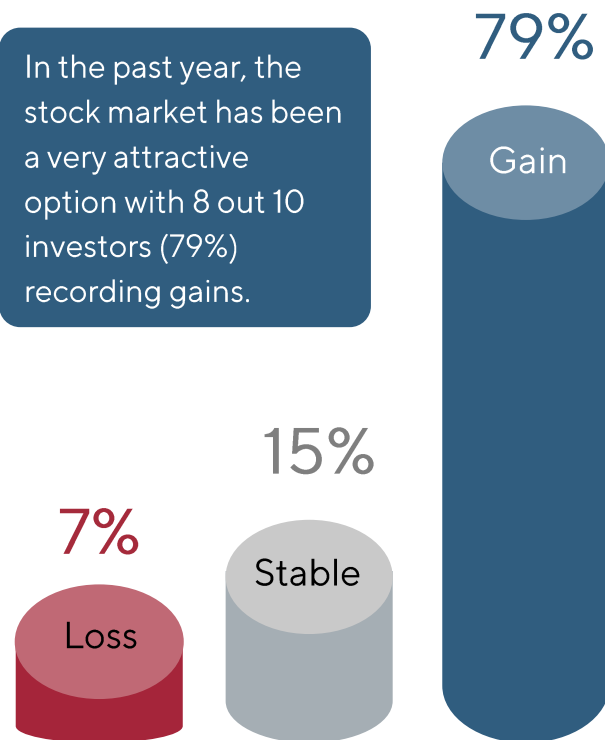
Market trends, company performance and stock valuation are the key factors investors consider when picking stocks.



PERFORMANCE & OUTLOOK

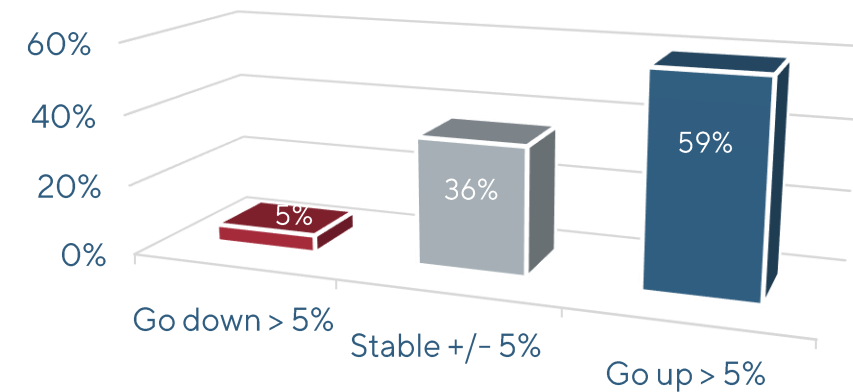
RECENT PERFORMANCE

In the past year, the stock market has been a very attractive option with 8 out of 10 investors (79%) recording gains.








FUTURE OUTLOOK

Investors are optimistic about the market going up in the final months of 2021 despite the actual Covid-19 situation.



Recommended industries

Banking, Securities and Real Estate are the top 3 sectors to invest in according to investors	53%		Banking/Insurance
	46%		Securities
	42%		Real estate
	35%		Steel
	30%		Logistics

RETAIL INVESTORS PROFILE

F0 investors

Entered the market in the past
1 year

Average portfolio value = \$ 11,000

Mainly surfing with stocks

Influencing factors: Market index trend,
Friends and relatives,

Lower return expectations on their
investment



F1+ investors

Invested in the market more than
1 year

Average portfolio value = \$ 24,500

Tend to keep stock longer

Influencing factors: Financial news & Macro-
economic trends

Higher expectations for return on their
investment



Portfolio value

\$11,000

Avg. \$18,000



Holding period

Short term, 70%



Portfolio value

\$24,500

Avg. \$18,000



Holding period

Short term, 52%



Source of information

Relatives/Friends, 56%



Stock performance

Gain, 69%



Source of information

Financial news app, 55%



Stock performance

Gain, 88%

PROJECT INFORMATION | METHODOLOGY

The survey has been sponsored by DYNAM Capital Ltd and conducted by Indochina Research (Vietnam) Ltd, an independent research agency based in Vietnam and the CLMV region.



General approach: The questionnaire was co-developed by Dynam Capital Ltd. and Indochina Research Ltd., translated into Vietnamese, and piloted among conveniently selected retail investors. Considering the official lockdown enforced at the time of the survey, it was decided to conduct the survey online and distribute specific links to different potential sources to reach out specifically to diverse Vietnamese retail investors.

Participants: Adults (18+), retail investors, living in Vietnam, who traded on Vietnam stock markets in the past 2 years and do not work as professional finance advisor.

Recruiting methods: Several methods were used to recruit participants to the survey including posting information to large Facebook groups related to stock market investment, advertising on Facebook and Instagram, posting on LinkedIn groups related to business and investment in Vietnam, direct link messaging to the Indochina Research contact base, sending information to investor’s KOL to share within their network. As compensation, participants were eligible to participate to a lucky draw with 4 winners of 1 million VND equivalent to ~ \$US 43 in cash.

Sample size: Total participants : n = 425
Total complete survey : n= 333 | Total partial survey (Screened-out) : n=88
Total qualified respondents : n = 193 (58%)

Survey period: August 2021

FX Rate: Figures are reported in USD based on FX rate of VND 23,000 for \$ US 1.





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Xavier Depouilly – General Manager
xavier@indochinaresearch.com

www.indochina-research.com