



Fintech in Vietnam

FINTECH IN VIETNAM

Table of Contents

Table of Contents

01 Overview

Fintech investments value APAC 2017-2020	<u>02</u>
Transaction value of digital payments APAC 2020, by country	<u>03</u>
Vietnam: fintech transaction value 2017-2025, by segment	<u>04</u>
Vietnam: fintech users 2017-2025, by segment	<u>05</u>

02 Companies and startups

Major fintech companies APAC 2021, by total funding amount	<u>07</u>
Number of fintech companies in operation in Vietnam 2012-2020	<u>08</u>
Number of new fintech companies in Vietnam 2016-2020	<u>09</u>
Number of funding deals in the fintech sector Vietnam 2016-2020	<u>10</u>
Fintech deal funding Vietnam 2016-2020	<u>11</u>
Breakdown of fintech startups Vietnam 2020, by category	<u>12</u>

Table of Contents

03 Digital payment

Vietnam: digital payment transaction value 2017-2025, by segment	<u>14</u>
Transaction value of e-wallet in Vietnam 2015-2019	<u>15</u>
Transaction value of mobile banking in Vietnam 2015-2019	<u>16</u>
Vietnam: digital payment users 2017-2025, by segment	<u>17</u>
Vietnam: digital payment per user transaction value 2017-2025, by segment	<u>18</u>
Number of digital payment funding deals Vietnam 2016-2020, by category	<u>19</u>
Funding value of digital payment deals Vietnam 2016-2020	<u>20</u>

04 Alternative lending

Vietnam: alternative lending transaction value 2017-2025, by segment	<u>22</u>
Vietnam: alternative lending loans 2017-2025, by segment	<u>23</u>
Vietnam: alternative lending funding per loan 2017-2025, by segment	<u>24</u>
Number of alternative lending funding deals Vietnam 2016-2020	<u>25</u>

Table of Contents

05 Crowdfunding and crowdinvesting

Vietnam: crowdfunding transaction value 2017-2025	<u>27</u>
Vietnam: number of crowdfunding campaigns 2017-2025	<u>28</u>
Vietnam: crowdfunding per campaign funding 2017-2025	<u>29</u>
Vietnam: crowd investing transaction value 2017-2025	<u>30</u>
Vietnam: crowd investing average funding 2017-2025	<u>31</u>

06 Consumer perspective

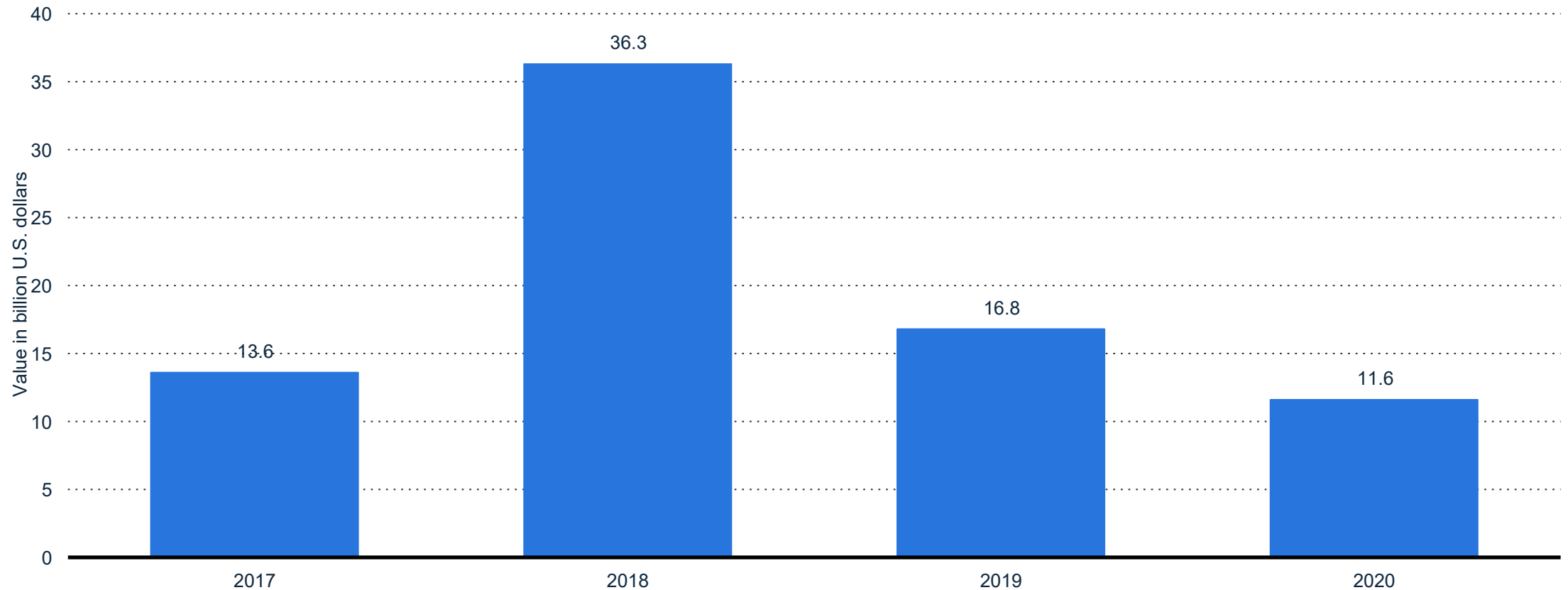
Awareness of fintech products Vietnam 2020	<u>33</u>
Fintech service adoption rate Vietnam 2020, by age group	<u>34</u>
Fintech service adoption rate Vietnam 2020, by gender	<u>35</u>
Fintech service adoption rate Vietnam 2020, by income	<u>36</u>

FINTECH IN VIETNAM

Overview

Value of fintech investments in Asia Pacific from 2017 to 2020 (in billion U.S. dollars)

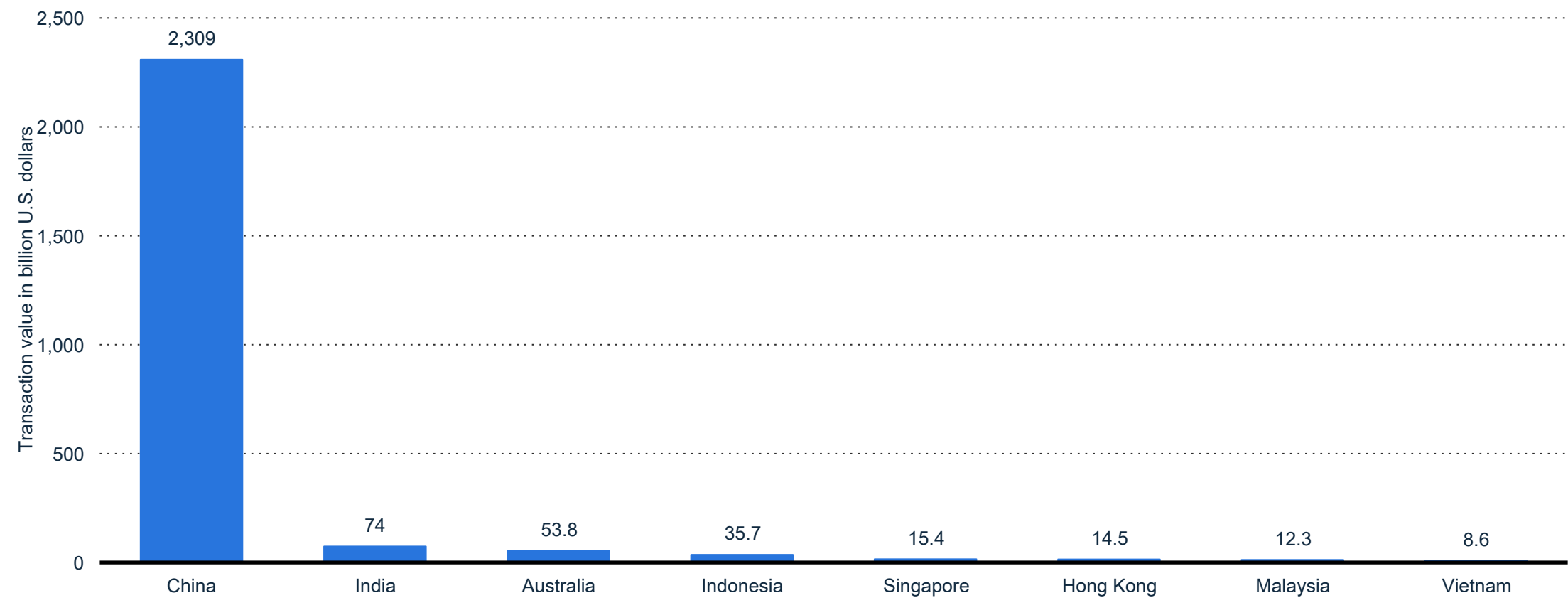
Fintech investments value APAC 2017-2020



Note(s): APAC; 2017 to 2020; figures as of December 31, 2020
Further information regarding this statistic can be found on [page 38](#).
Source(s): KPMG; PitchBook; [ID 1010275](#)

Transaction value of digital payments in Asia Pacific in 2020, by country (in billion U.S. dollars)

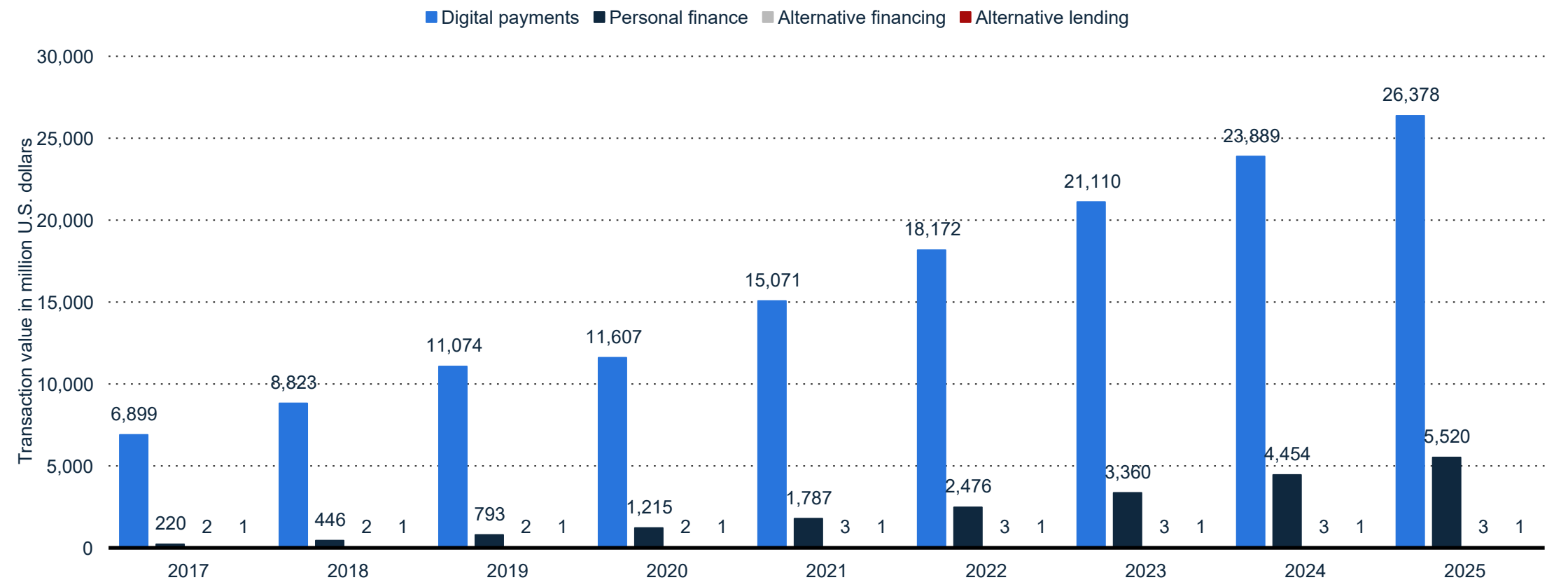
Transaction value of digital payments APAC 2020, by country



Note(s): APAC; 2020
Further information regarding this statistic can be found on [page 39](#).
Source(s): KPMG; [ID 1226197](#)

Transaction value of the fintech sector in Vietnam from 2017 to 2025, by segment (in million U.S. dollars)

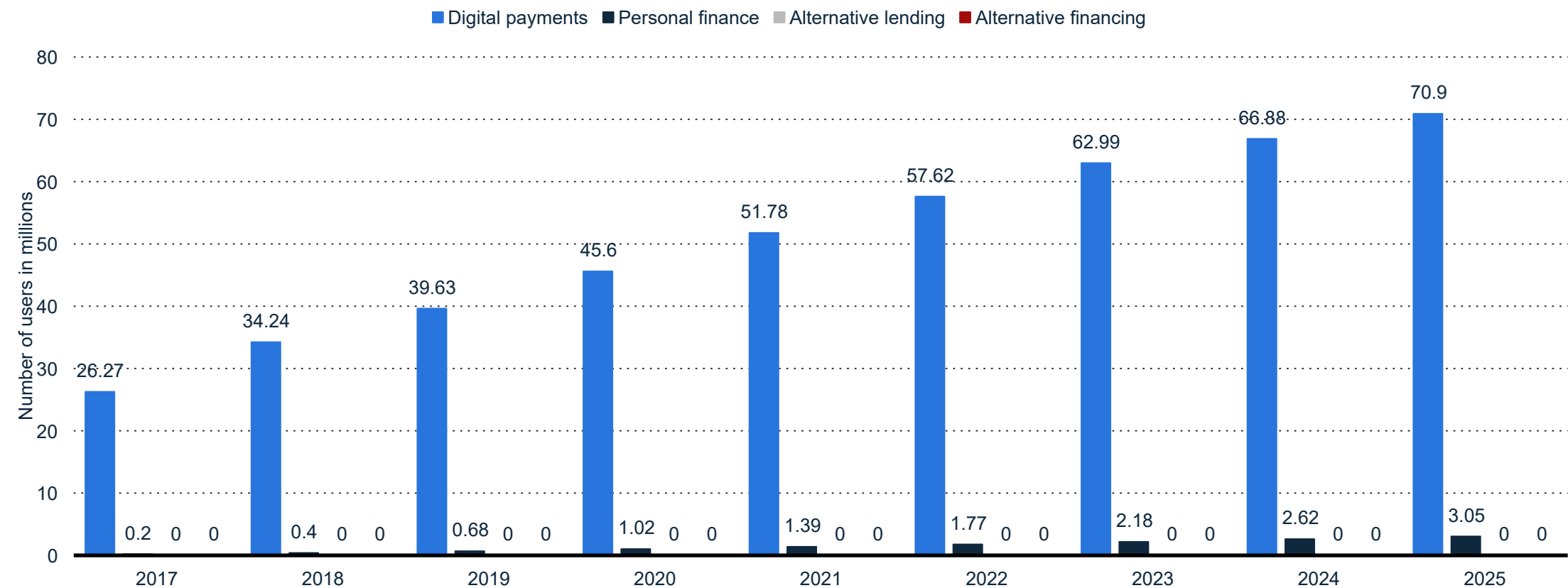
Vietnam: fintech transaction value 2017-2025, by segment



Note(s): Vietnam
Further information regarding this statistic can be found on [page 40](#).
Source(s): Statista Digital Market Outlook; Statista; [ID 1228355](#)

Number of users of the fintech sector in Vietnam from 2017 to 2025, by segment (in million users)

Vietnam: fintech users 2017-2025, by segment



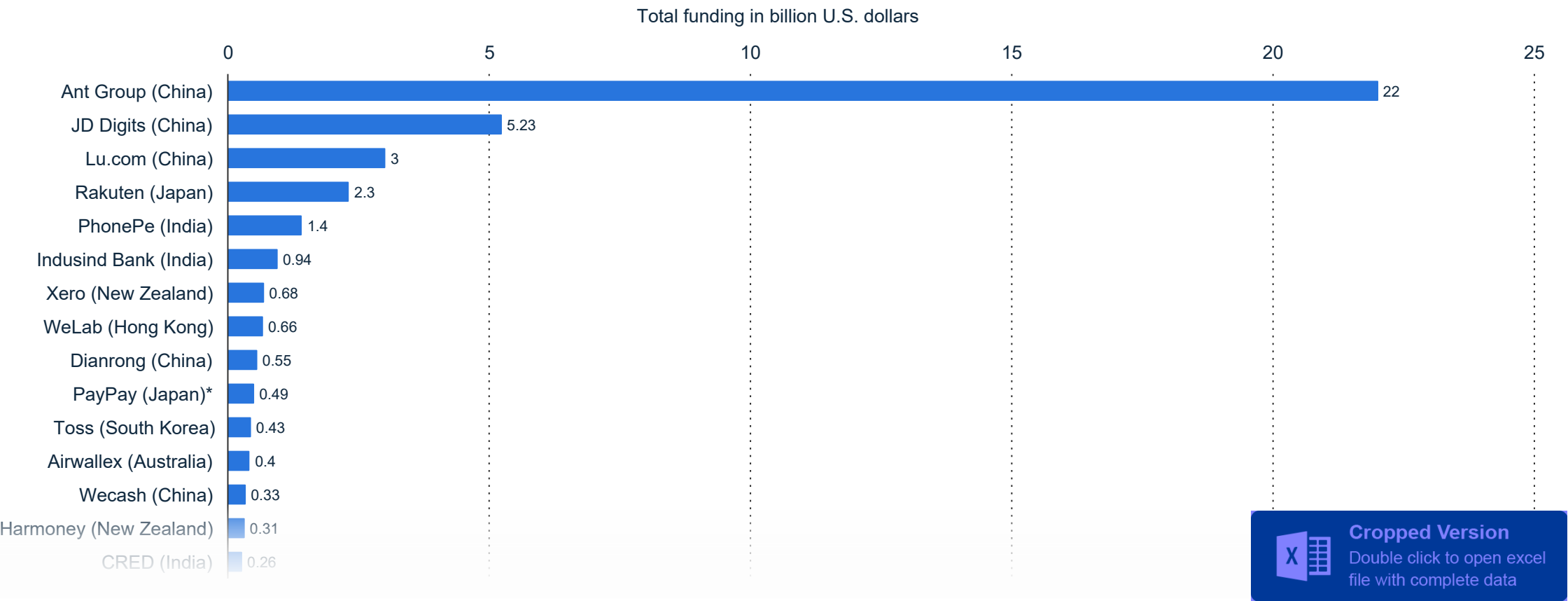
Note(s): Vietnam
Further information regarding this statistic can be found on [page 41](#).
Source(s): Statista Digital Market Outlook; Statista; [ID 1228383](#)

FINTECH IN VIETNAM

Companies and startups

Major fintech companies in Asia Pacific in 2021, by total funding amount (in billion U.S. dollars)

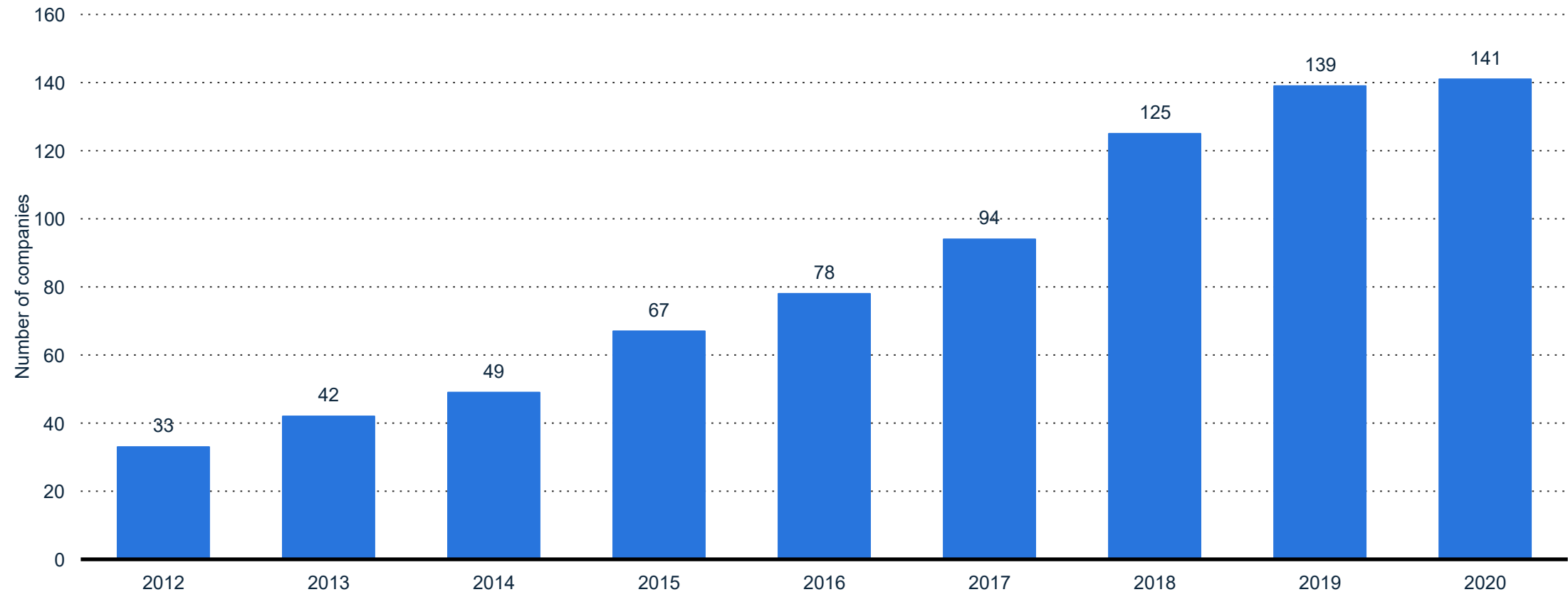
Major fintech companies APAC 2021, by total funding amount



Note(s): APAC; 2021
Further information regarding this statistic can be found on [page 42](#).
Source(s): CrunchBase; [ID 1222285](#)

Number of operating fintech companies in Vietnam from 2012 to 2020

Number of fintech companies in operation in Vietnam 2012-2020



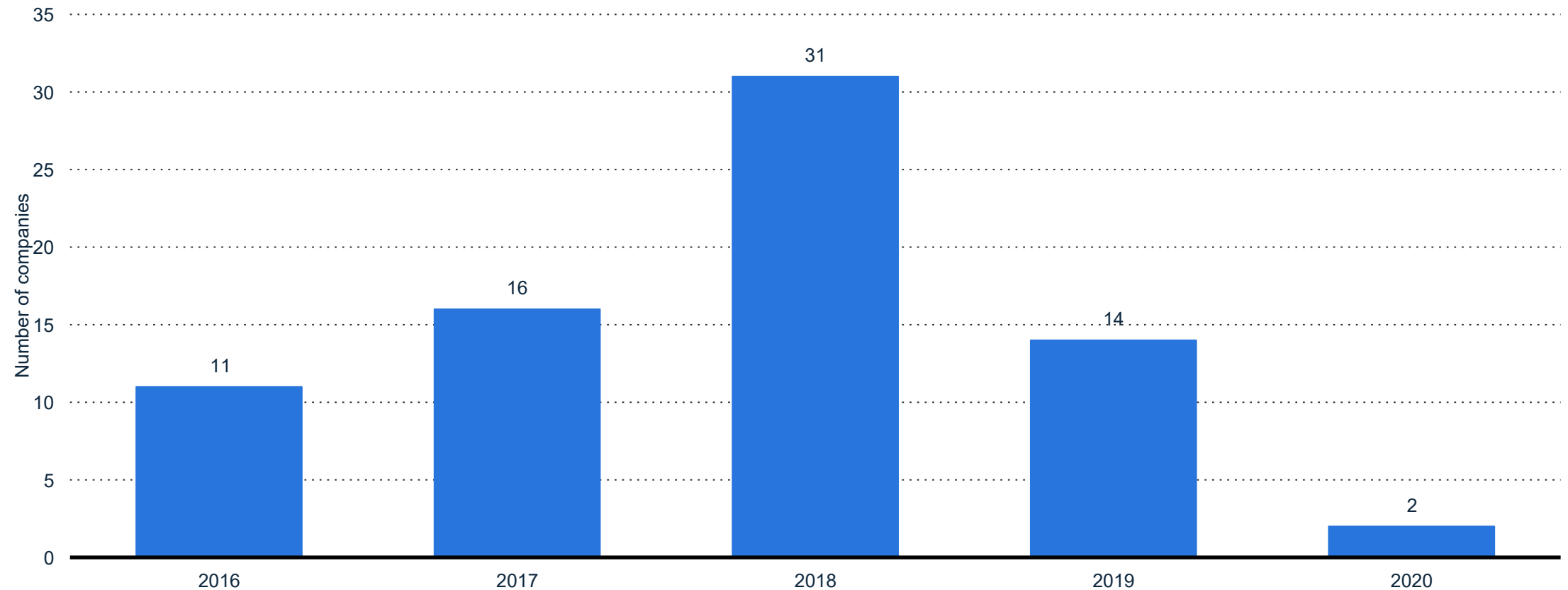
Note(s): Vietnam; 2012 to 2020

Further information regarding this statistic can be found on [page 43](#).

Source(s): United Overseas Bank; PwC; Singapore FinTech Association; [ID 1227428](#)

Number of new fintech companies in Vietnam from 2016 to 2020

Number of new fintech companies in Vietnam 2016-2020



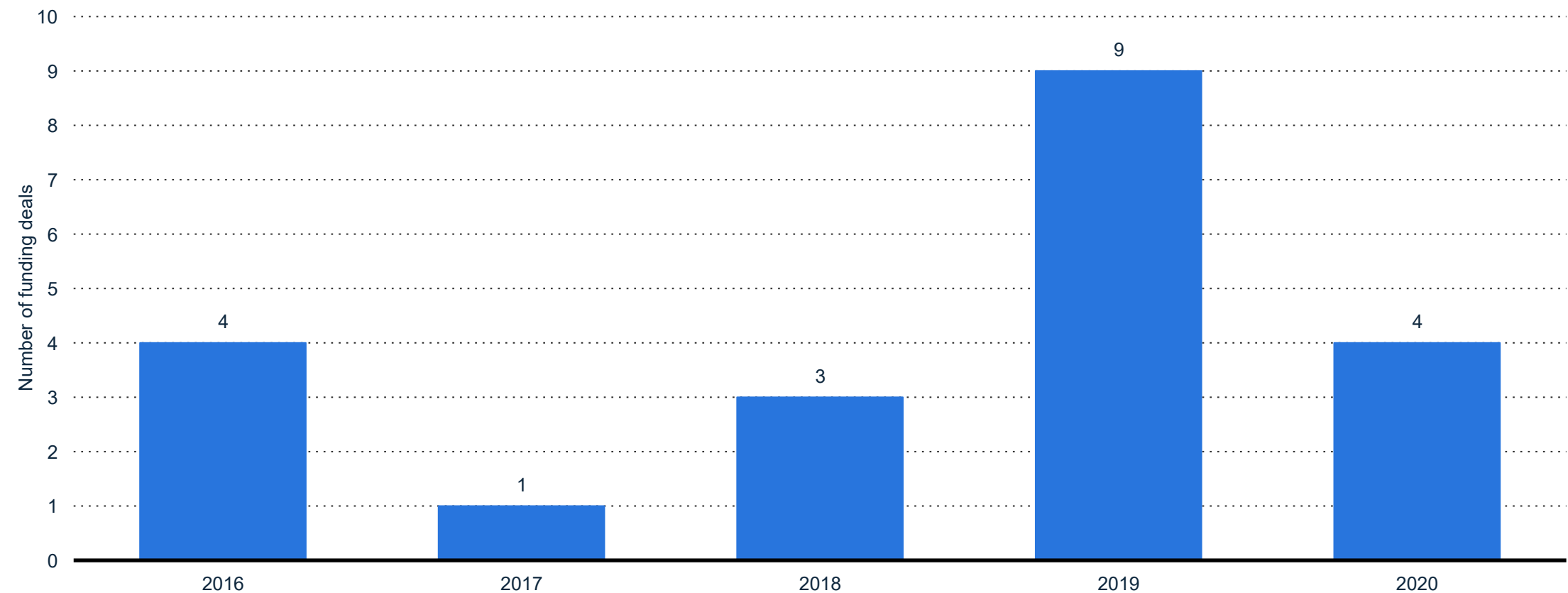
Note(s): Vietnam; 2016 to 2020

Further information regarding this statistic can be found on [page 44](#).

Source(s): United Overseas Bank; PwC; Singapore FinTech Association; [ID 1227452](#)

Number of funding deals in the fintech sector in Vietnam from 2016 to 2020

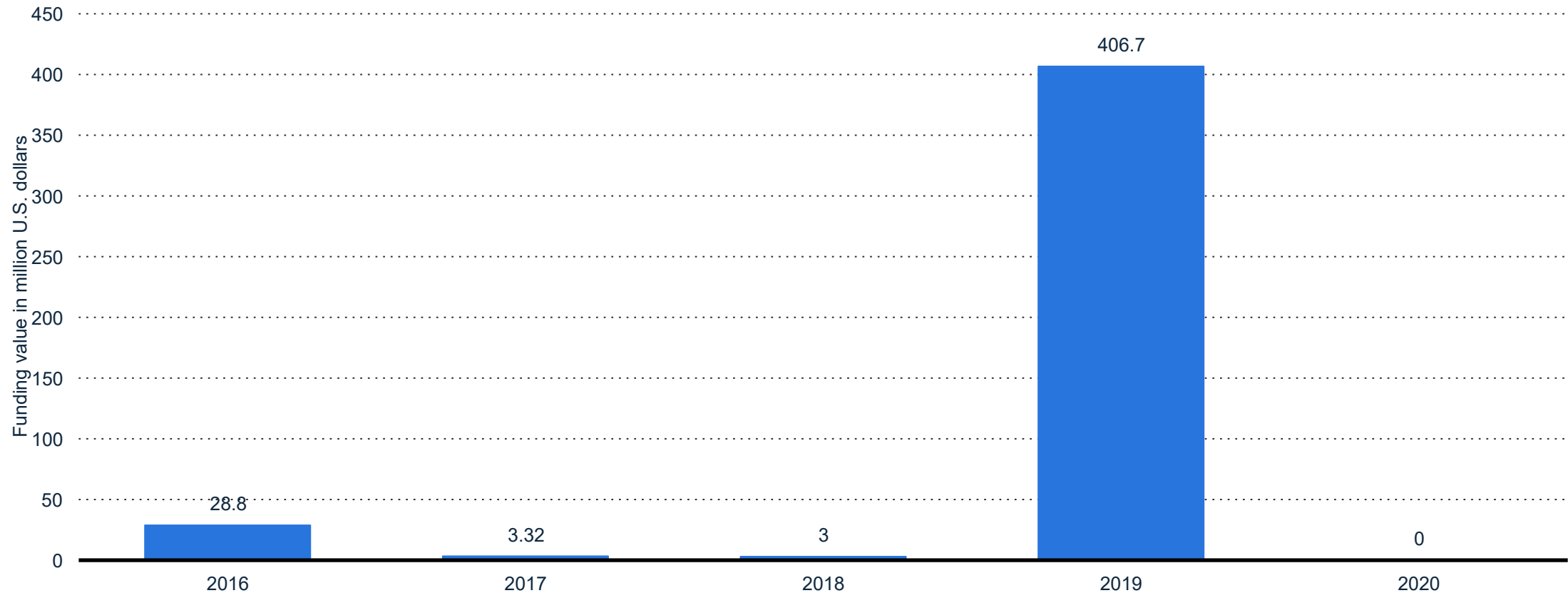
Number of funding deals in the fintech sector Vietnam 2016-2020



Note(s): Vietnam; 2016 to 2020
Further information regarding this statistic can be found on [page 45](#).
Source(s): United Overseas Bank; PwC; Singapore FinTech Association; [ID 1227463](#)

Total funding value of fintech deals Vietnam from 2016 to 2020 (in million U.S. dollars)

Fintech deal funding Vietnam 2016-2020



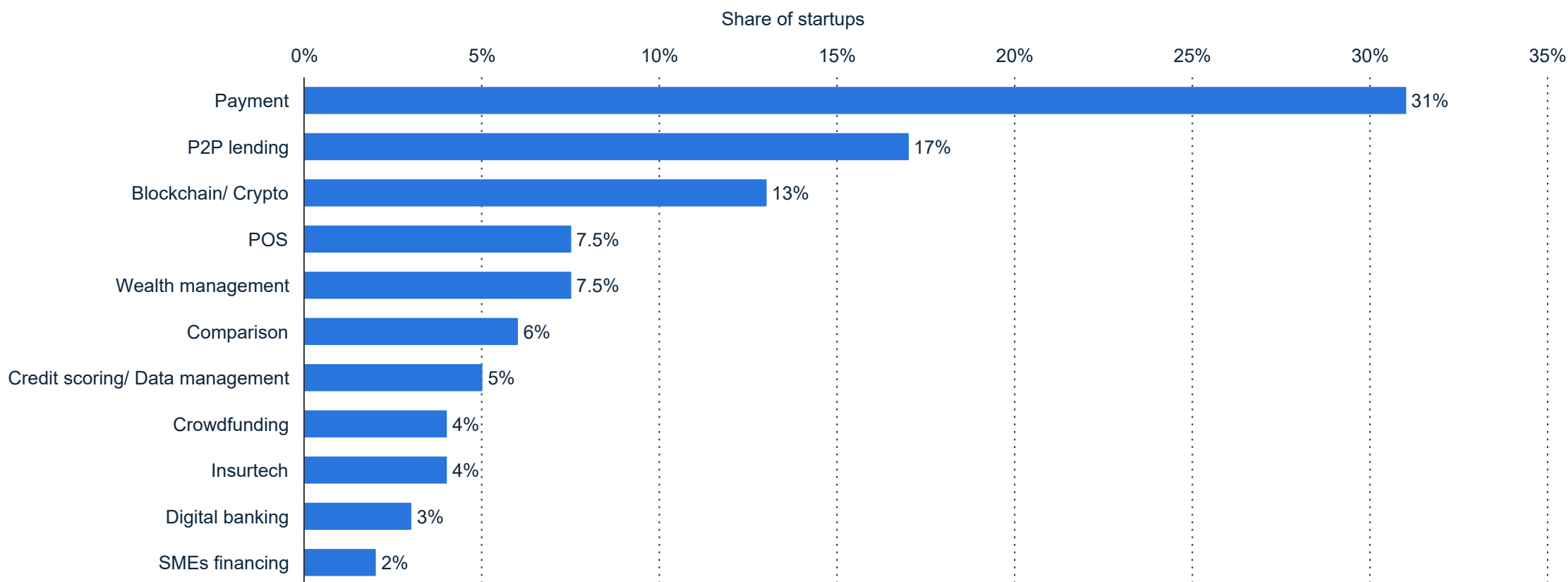
Note(s): Vietnam; 2016 to 2020; excluding deals with undisclosed amounts

Further information regarding this statistic can be found on [page 46](#).

Source(s): United Overseas Bank; PwC; Singapore FinTech Association; [ID 1227473](#)

Breakdown of fintech startups in Vietnam in 2020, by category

Breakdown of fintech startups Vietnam 2020, by category



Note(s): Vietnam; 2020

Further information regarding this statistic can be found on [page 47](#).

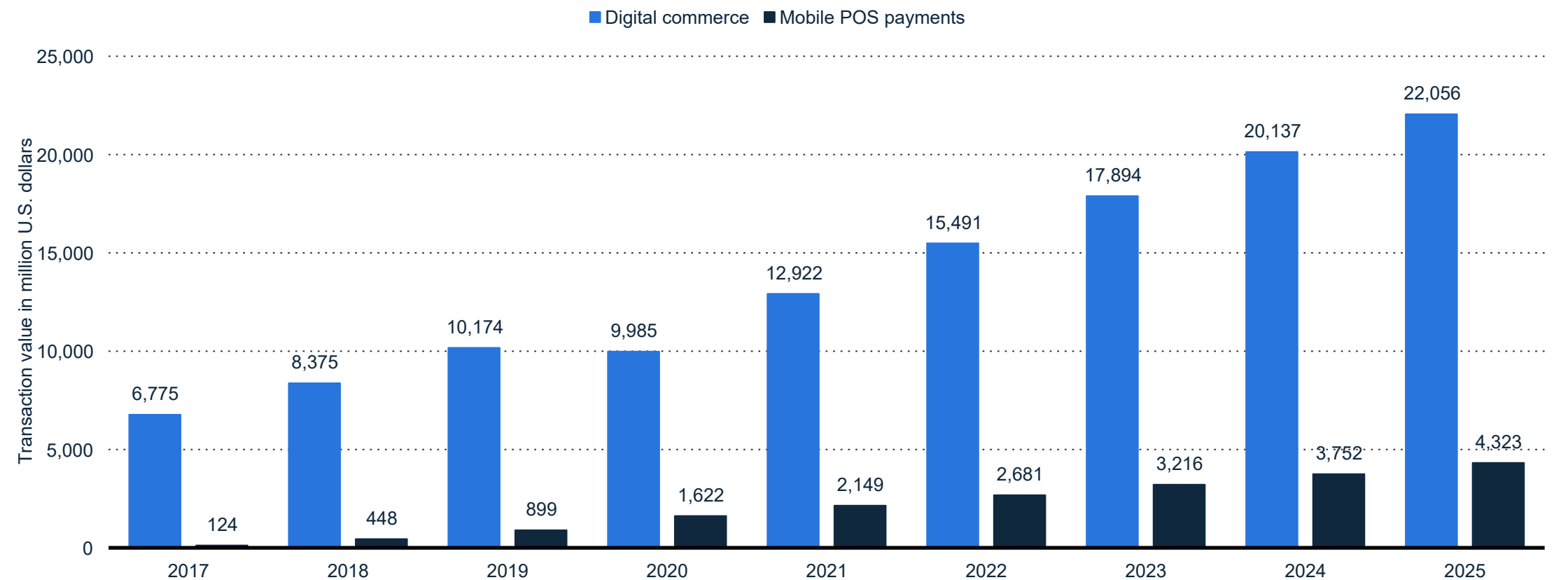
Source(s): FinTech News; CafeF; [ID 1229955](#)

FINTECH IN VIETNAM

Digital payment

Transaction value of digital payments in Vietnam from 2017 to 2025, by segment (in million U.S. dollars)

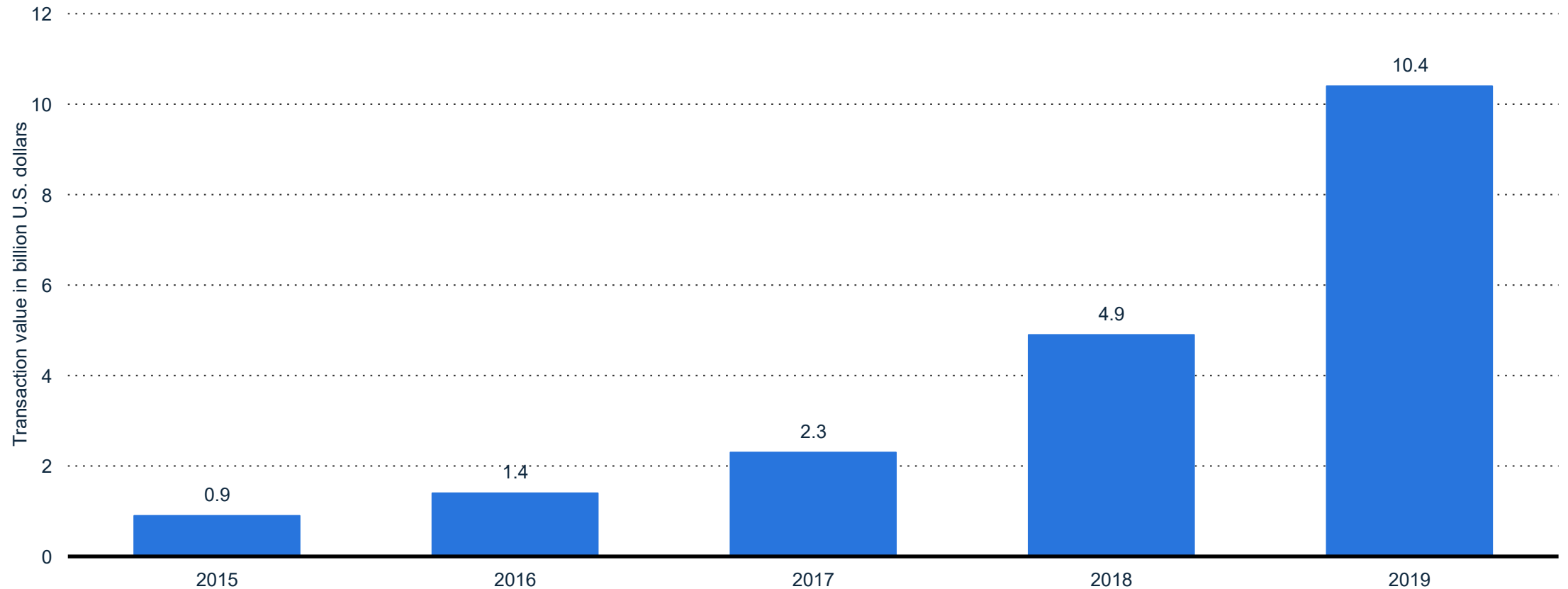
Vietnam: digital payment transaction value 2017-2025, by segment



Note(s): Vietnam
Further information regarding this statistic can be found on [page 48](#).
Source(s): Statista Digital Market Outlook; Statista; [ID 1228389](#)

Transaction value of e-wallet in Vietnam from 2015 to 2019 (in billion U.S. dollars)

Transaction value of e-wallet in Vietnam 2015-2019



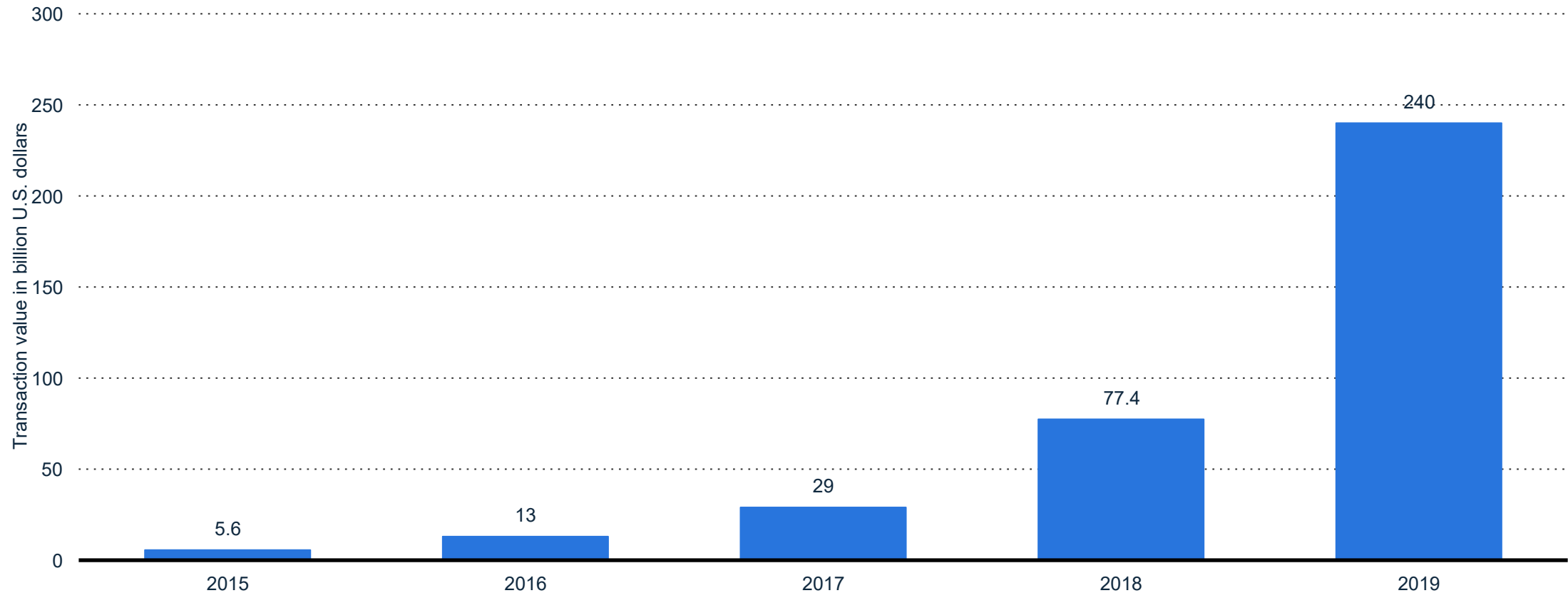
Note(s): Vietnam; 2015 to 2019

Further information regarding this statistic can be found on [page 49](#).

Source(s): Do Ventures; State Bank of Vietnam; [ID 1230096](#)

Transaction value of mobile banking in Vietnam from 2015 to 2019 (in billion U.S. dollars)

Transaction value of mobile banking in Vietnam 2015-2019



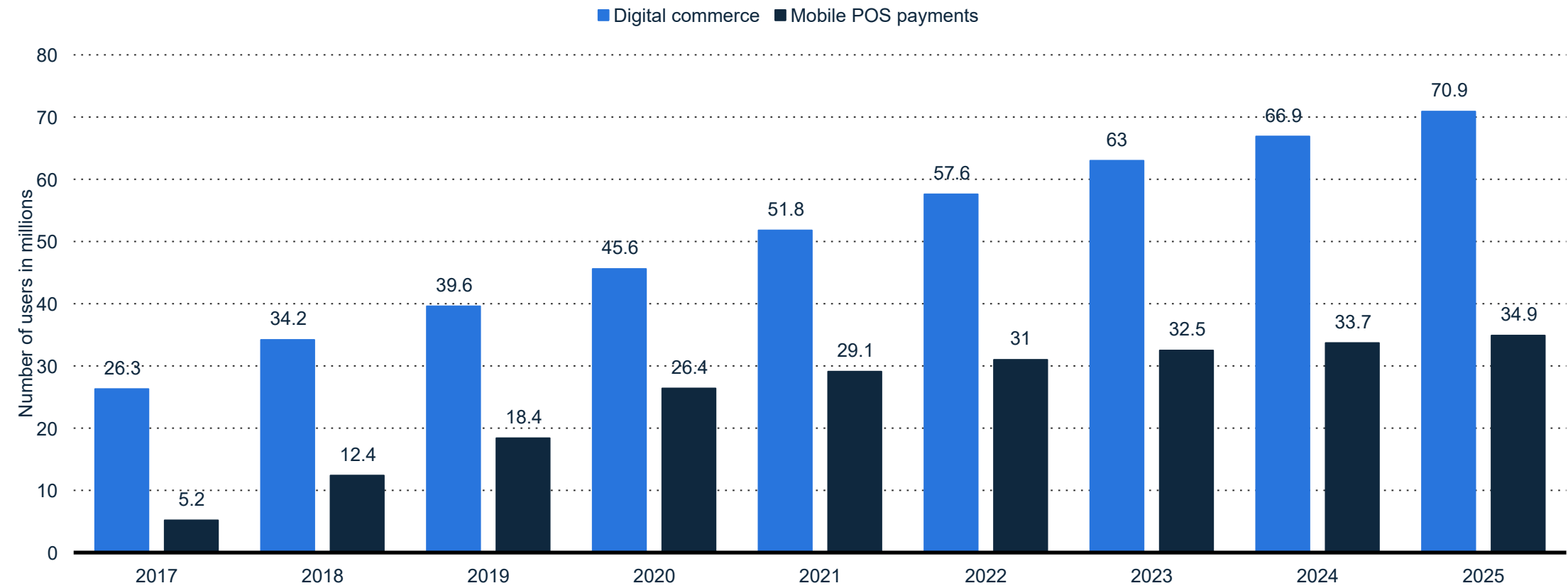
Note(s): Vietnam; 2015 to 2019

Further information regarding this statistic can be found on [page 50](#).

Source(s): Do Ventures; State Bank of Vietnam; [ID 1230107](#)

Number of users of digital payments in Vietnam from 2017 to 2025, by segment (in million users)

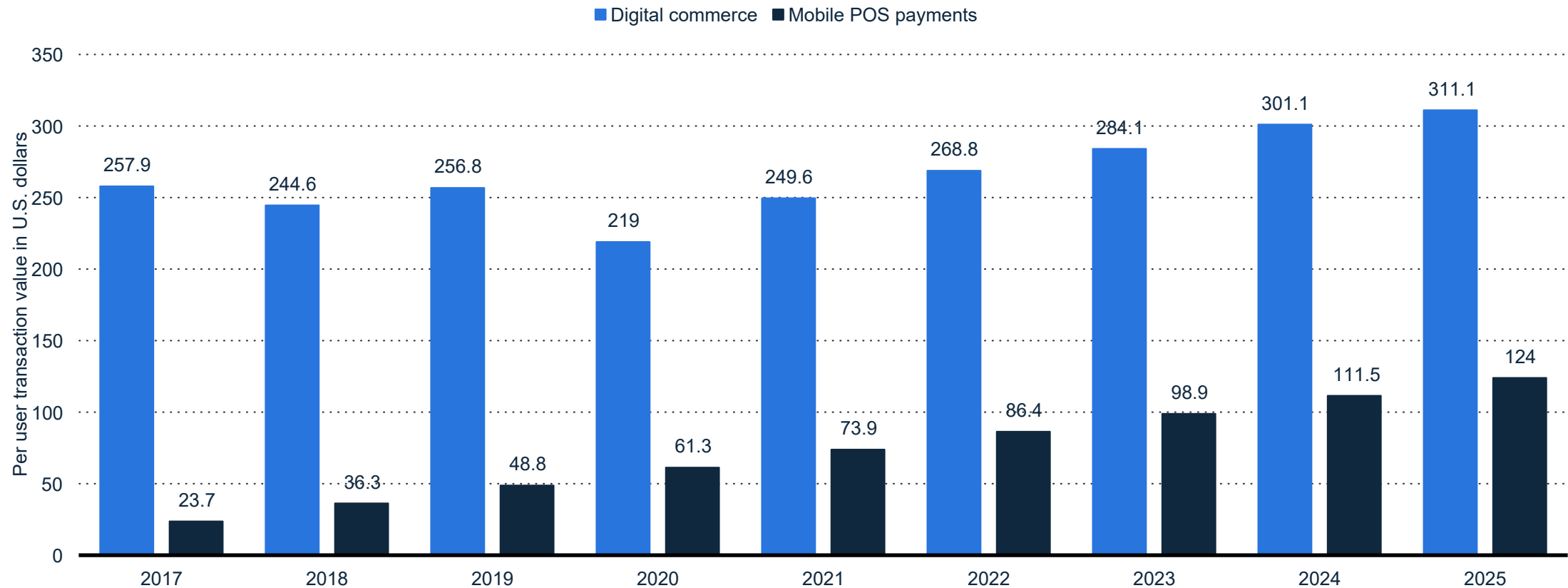
Vietnam: digital payment users 2017-2025, by segment



Note(s): Vietnam
Further information regarding this statistic can be found on [page 51](#).
Source(s): Statista Digital Market Outlook; Statista; [ID 1228387](#)

Transaction value per user of digital payments in Vietnam from 2017 to 2025, by segment (in U.S. dollars)

Vietnam: digital payment per user transaction value 2017-2025, by segment



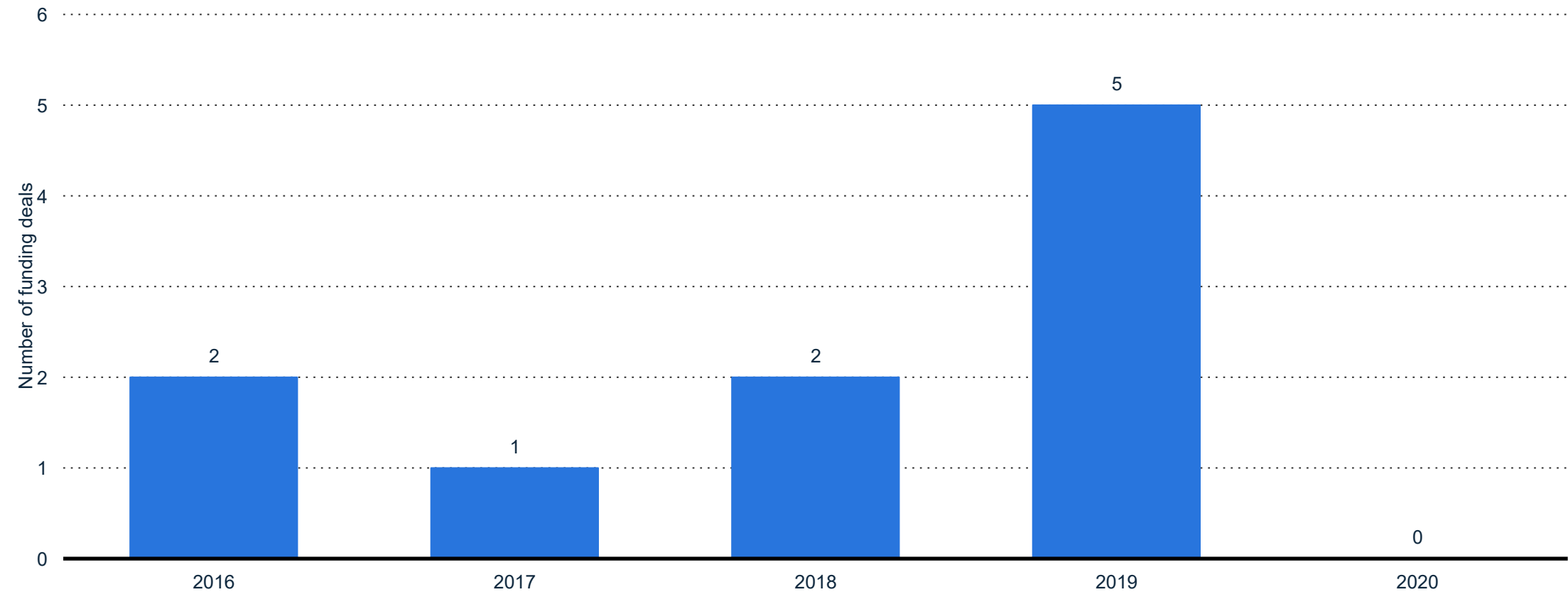
Note(s): Vietnam

Further information regarding this statistic can be found on [page 52](#).

Source(s): Statista Digital Market Outlook; Statista; [ID 1228393](#)

Number of funding deals for digital payments in Vietnam from 2016 to 2020 (in million U.S. dollars)

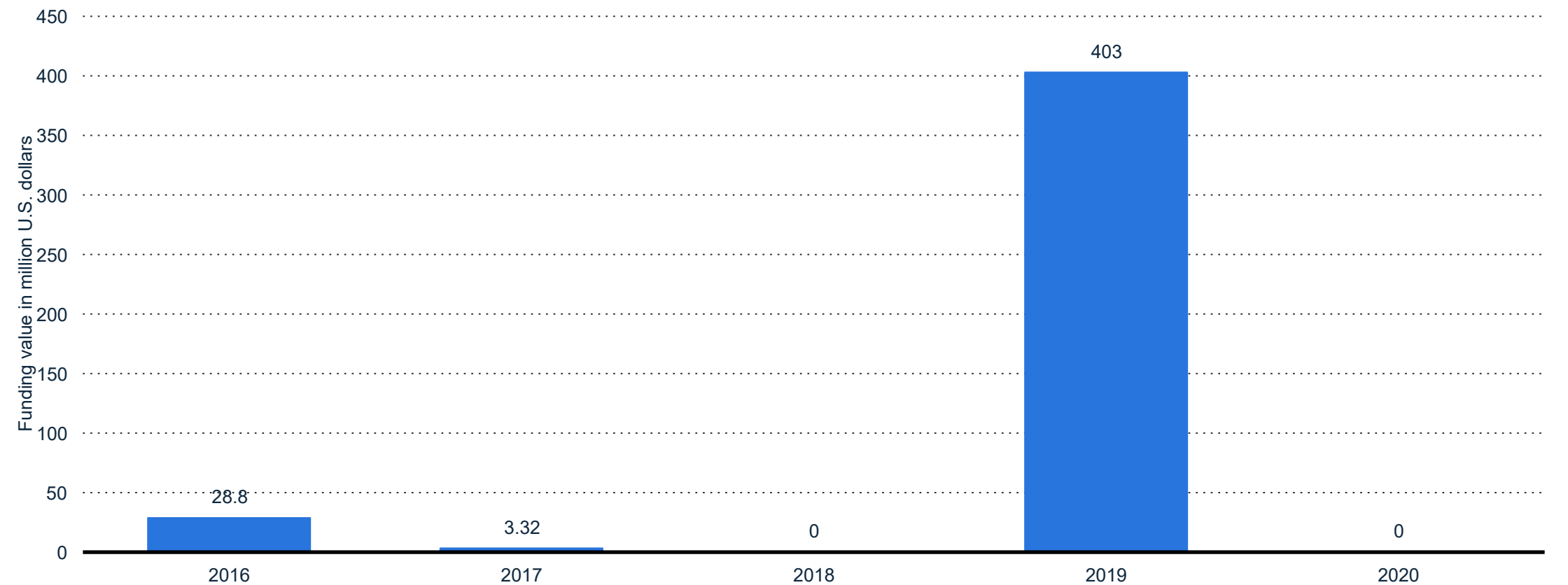
Number of digital payment funding deals Vietnam 2016-2020, by category



Note(s): Vietnam; 2016 to 2020
Further information regarding this statistic can be found on [page 53](#).
Source(s): United Overseas Bank; PwC; Singapore FinTech Association; [ID 1229519](#)

Total funding value of deals for digital payment category in Vietnam from 2016 to 2020 (in million U.S. dollars)

Funding value of digital payment deals Vietnam 2016-2020



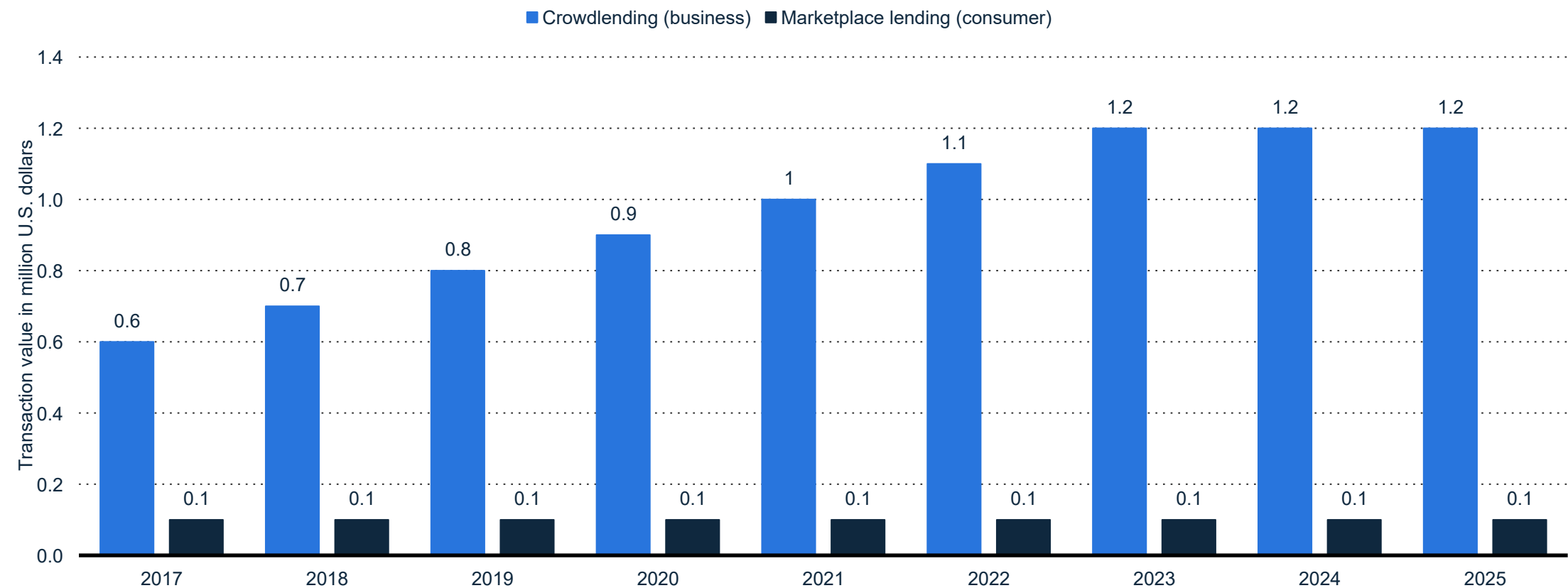
Note(s):2016 to 2020; excluding deals with undisclosed amounts
Further information regarding this statistic can be found on [page 54](#).
Source(s): United Overseas Bank; PwC; Singapore FinTech Association; [ID 1229520](#)

FINTECH IN VIETNAM

Alternative lending

Transaction value of alternative lending in Vietnam from 2017 to 2025, by segment (in million U.S. dollars)

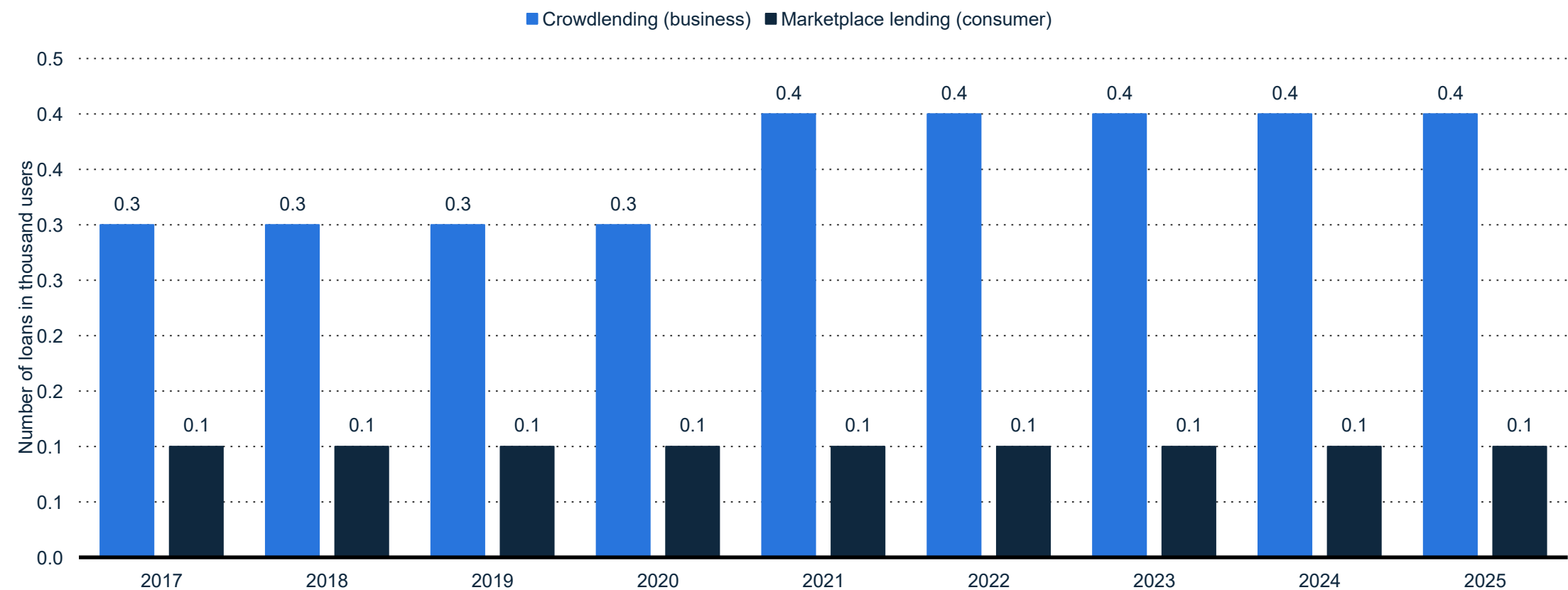
Vietnam: alternative lending transaction value 2017-2025, by segment



Note(s): Vietnam
Further information regarding this statistic can be found on [page 55](#).
Source(s): Statista Digital Market Outlook; Statista; [ID 1228504](#)

Number of loans in alternative lending in Vietnam from 2017 to 2025, by segment (in 1,000 users)

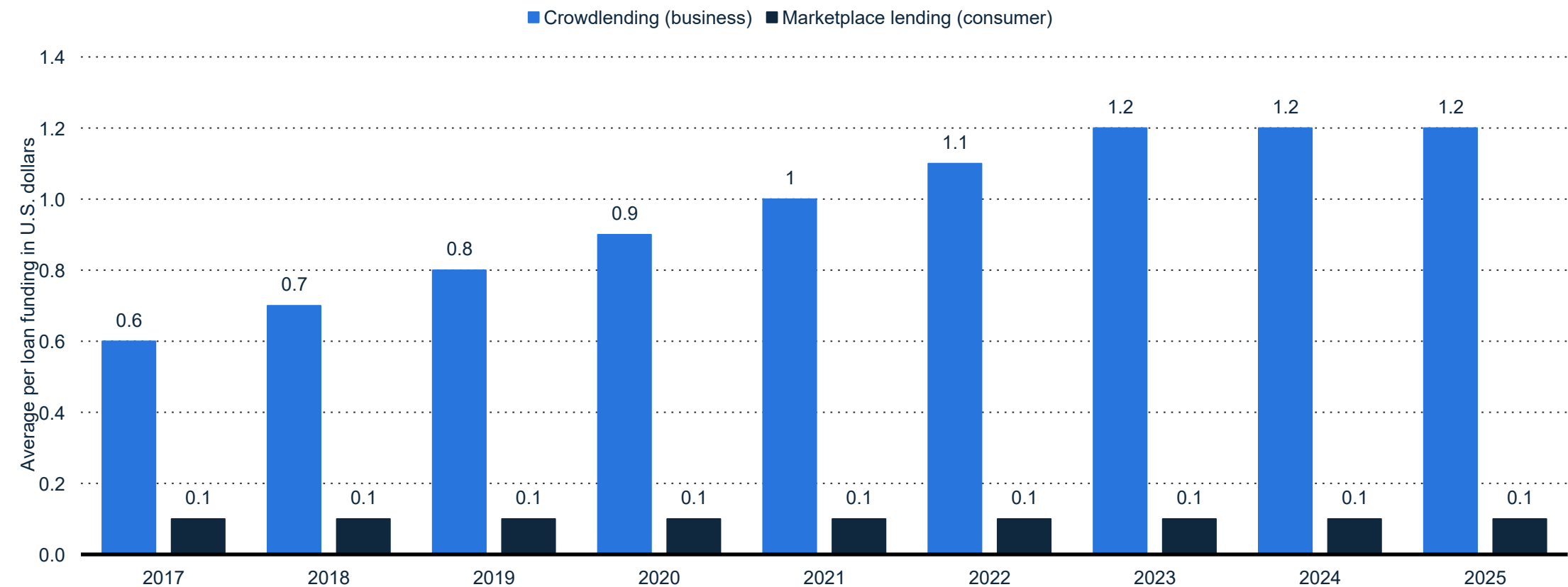
Vietnam: alternative lending loans 2017-2025, by segment



Note(s): Vietnam
Further information regarding this statistic can be found on [page 56](#).
Source(s): Statista Digital Market Outlook; Statista; [ID 1228507](#)

Average funding per loan in alternative lending in Vietnam from 2017 to 2025, by segment (in U.S. dollars)

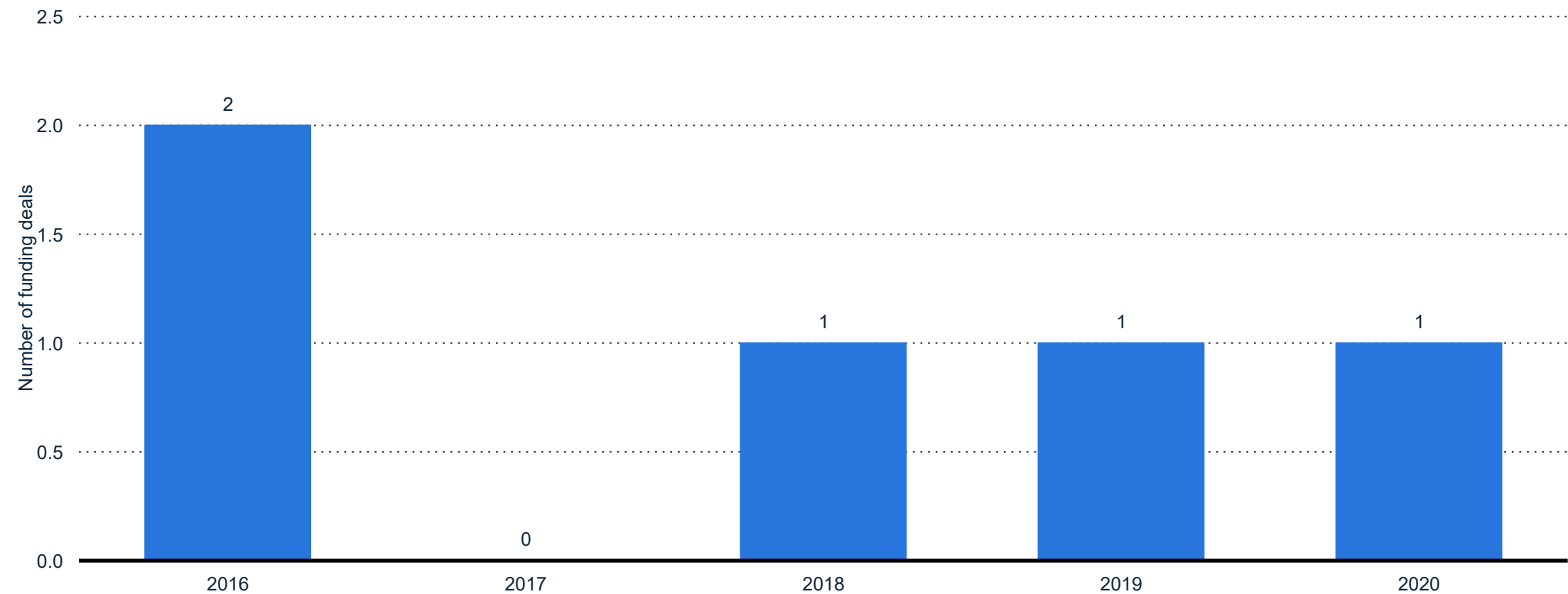
Vietnam: alternative lending funding per loan 2017-2025, by segment



Note(s): Vietnam
Further information regarding this statistic can be found on [page 57](#).
Source(s): Statista Digital Market Outlook; Statista; [ID 1228505](#)

Number of funding deals for alternative lending in Vietnam from 2016 to 2020 (in million U.S. dollars)

Number of alternative lending funding deals Vietnam 2016-2020



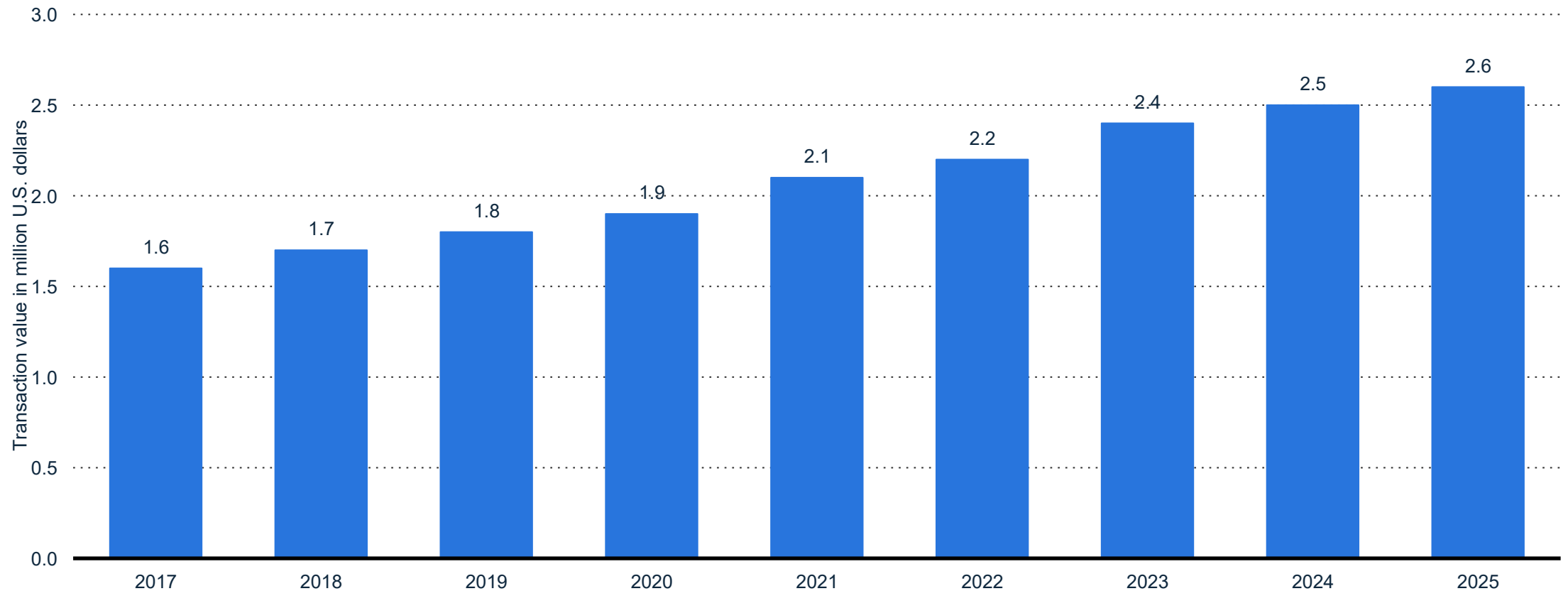
Note(s): Vietnam; 2016 to 2020
Further information regarding this statistic can be found on [page 58](#).
Source(s): United Overseas Bank; PwC; Singapore FinTech Association; [ID 1229518](#)

FINTECH IN VIETNAM

Crowdfunding and crowdinvesting

Transaction value of crowdfunding in Vietnam from 2017 to 2025 (in million U.S. dollars)

Vietnam: crowdfunding transaction value 2017-2025



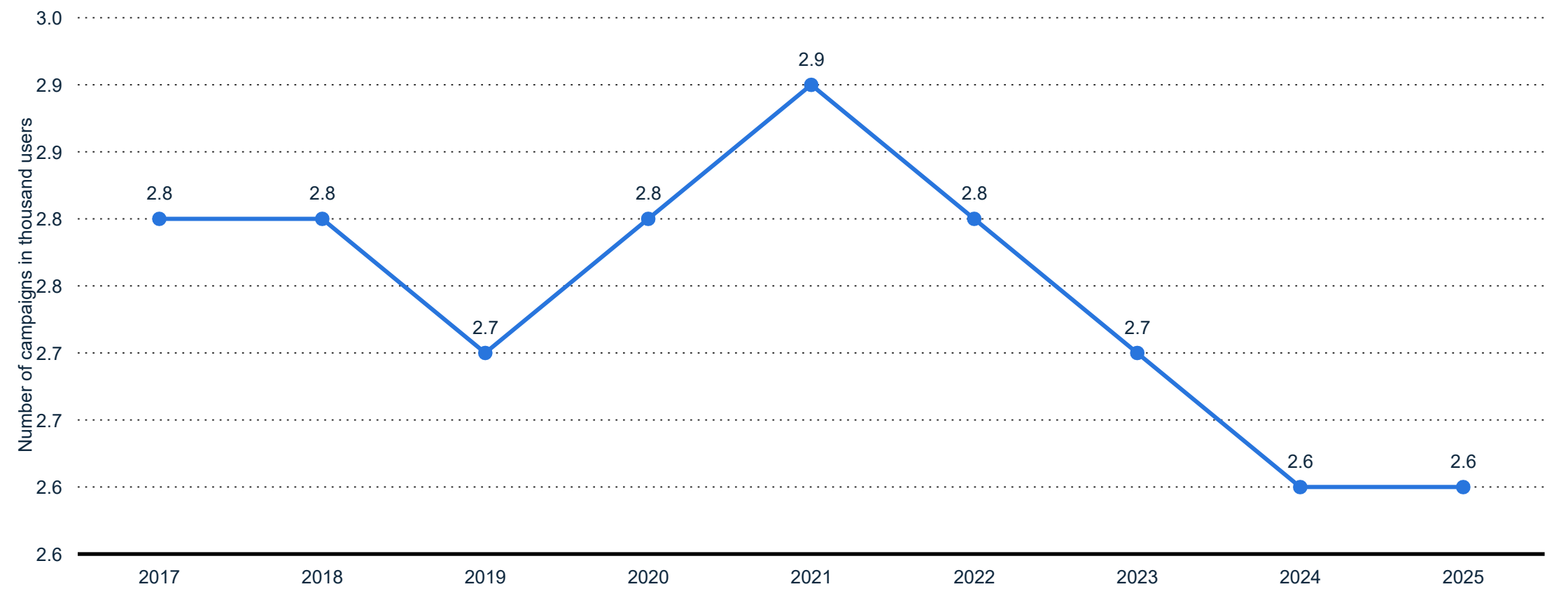
Note(s): Vietnam

Further information regarding this statistic can be found on [page 59](#).

Source(s): Statista Digital Market Outlook; Statista; [ID 1230441](#)

Number of crowdfunding campaigns in Vietnam from 2017 to 2025 (in 1,000 users)

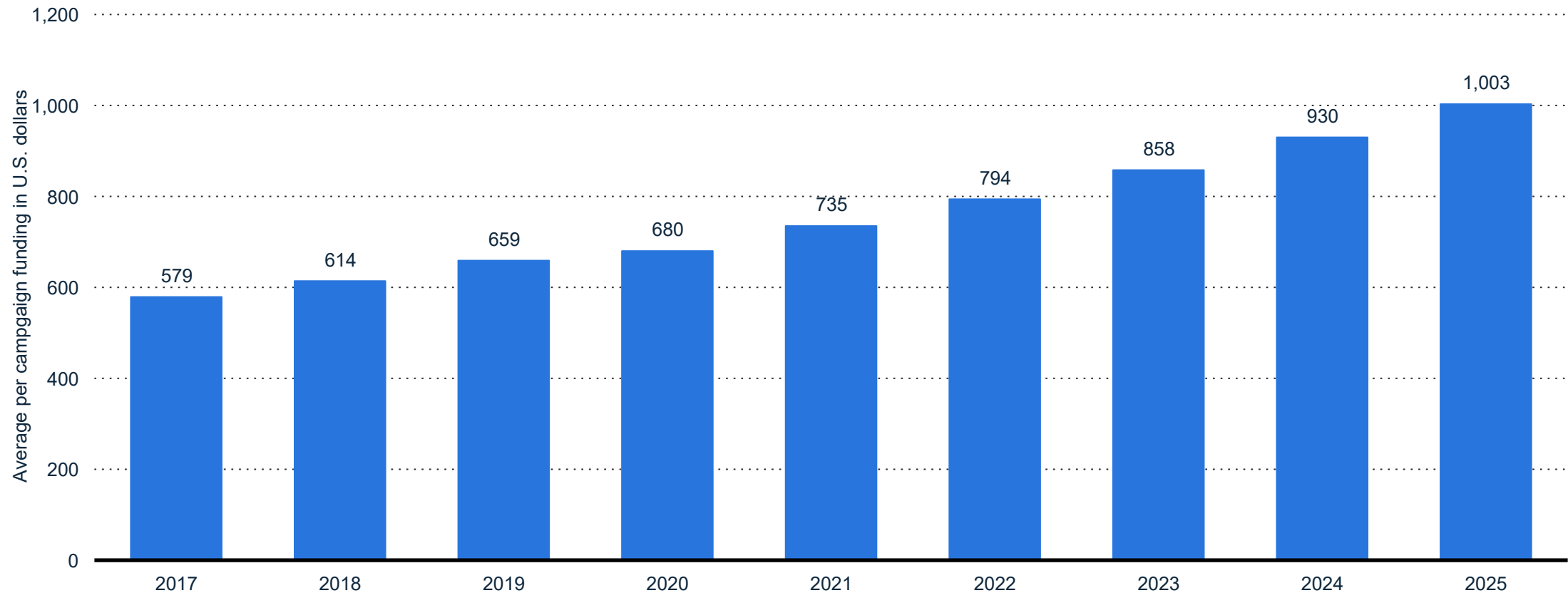
Vietnam: number of crowdfunding campaigns 2017-2025



Note(s): Vietnam
Further information regarding this statistic can be found on [page 60](#).
Source(s): Statista Digital Market Outlook; Statista; [ID 1230458](#)

Average funding per crowdfunding campaign in Vietnam from 2017 to 2025 (in U.S. dollars)

Vietnam: crowdfunding per campaign funding 2017-2025



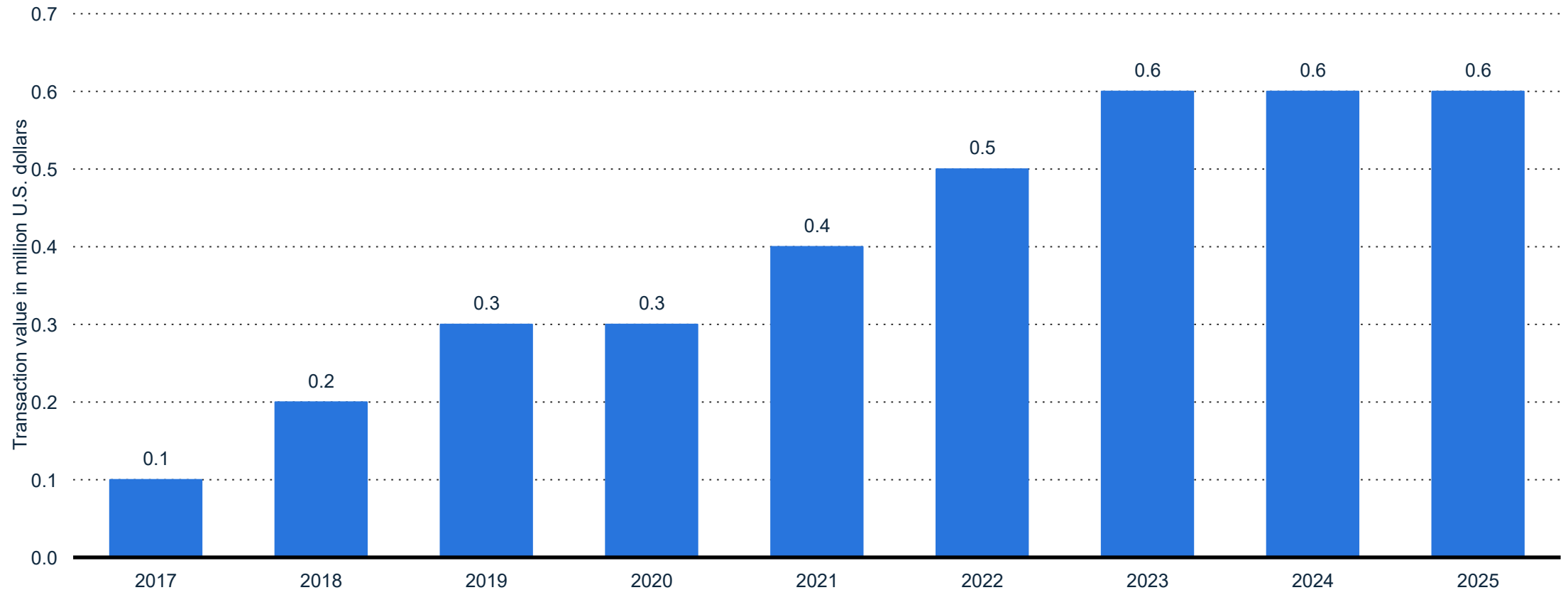
Note(s): Vietnam

Further information regarding this statistic can be found on [page 61](#).

Source(s): Statista Digital Market Outlook; Statista; [ID 1230446](#)

Transaction value of crowd investing in Vietnam from 2017 to 2025 (in million U.S. dollars)

Vietnam: crowd investing transaction value 2017-2025



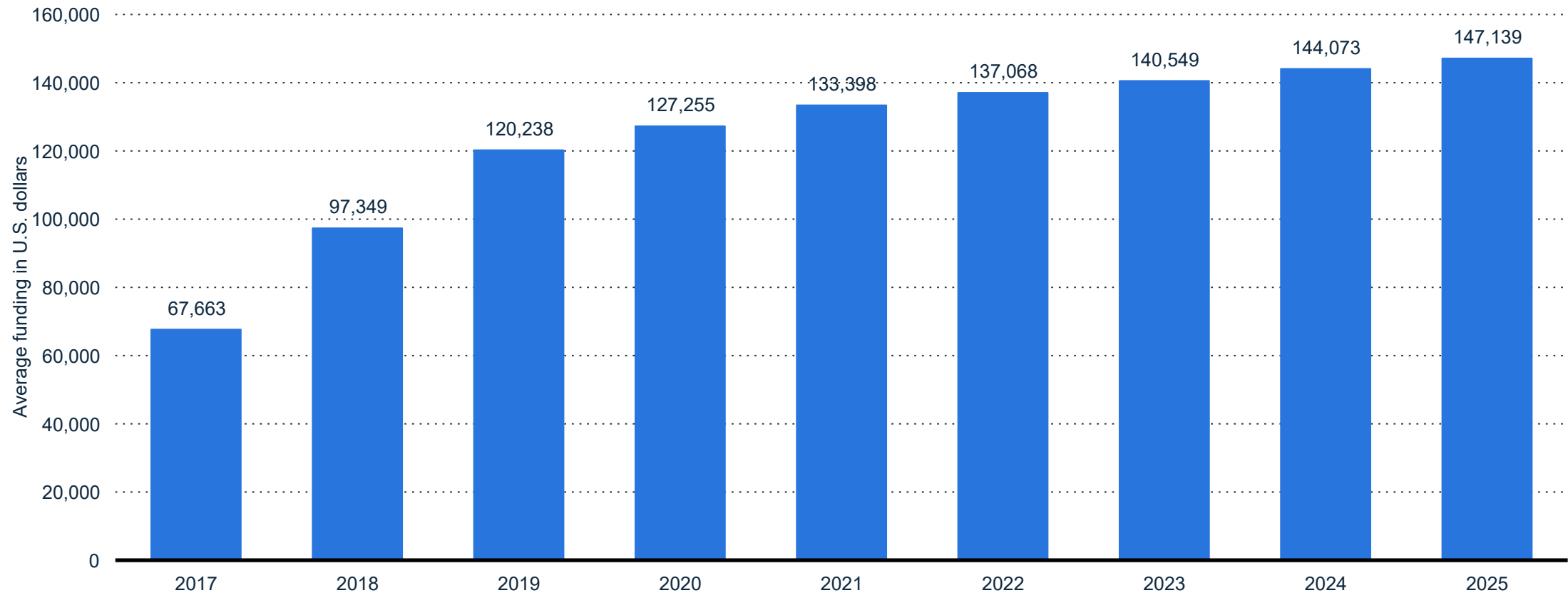
Note(s): Vietnam

Further information regarding this statistic can be found on [page 62](#).

Source(s): Statista Digital Market Outlook; Statista; [ID 1228508](#)

Average funding of crowd investing in Vietnam from 2017 to 2025 (in million U.S. dollars)

Vietnam: crowd investing average funding 2017-2025



Note(s): Vietnam

Further information regarding this statistic can be found on [page 63](#).

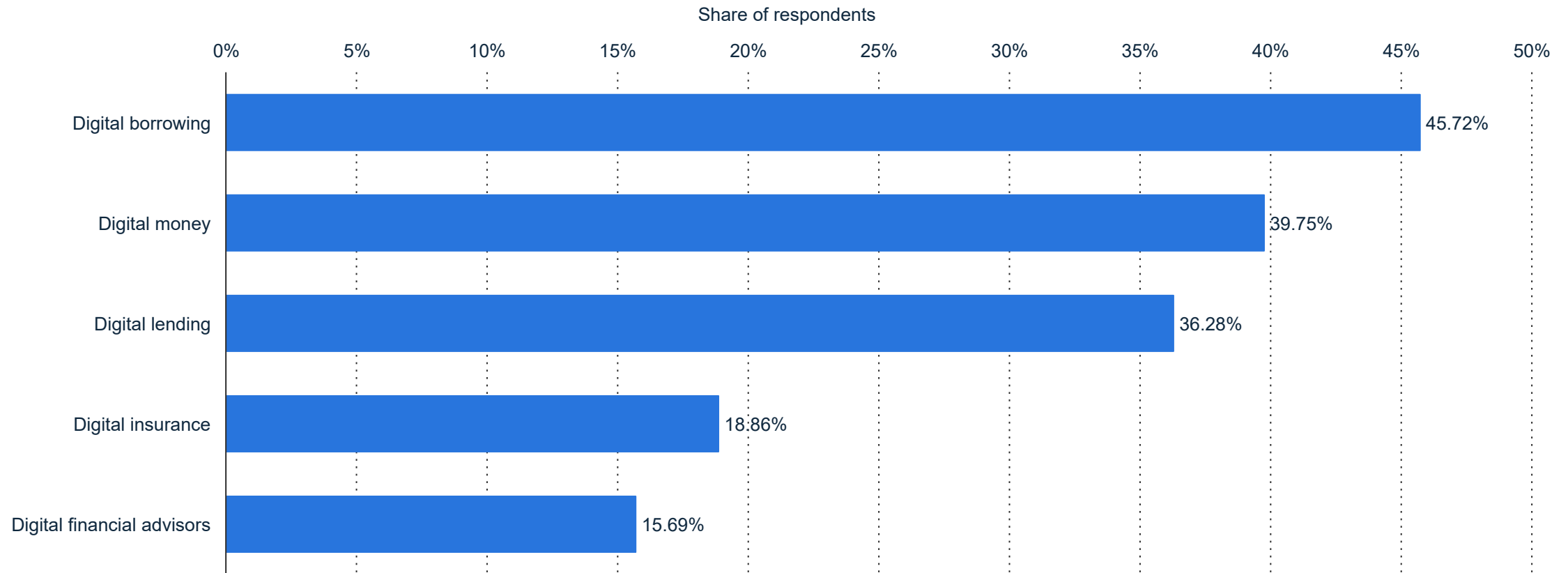
Source(s): Statista Digital Market Outlook; Statista; [ID 1228509](#)

FINTECH IN VIETNAM

Consumer perspective

Awareness of fintech products in Vietnam in 2020

Awareness of fintech products Vietnam 2020



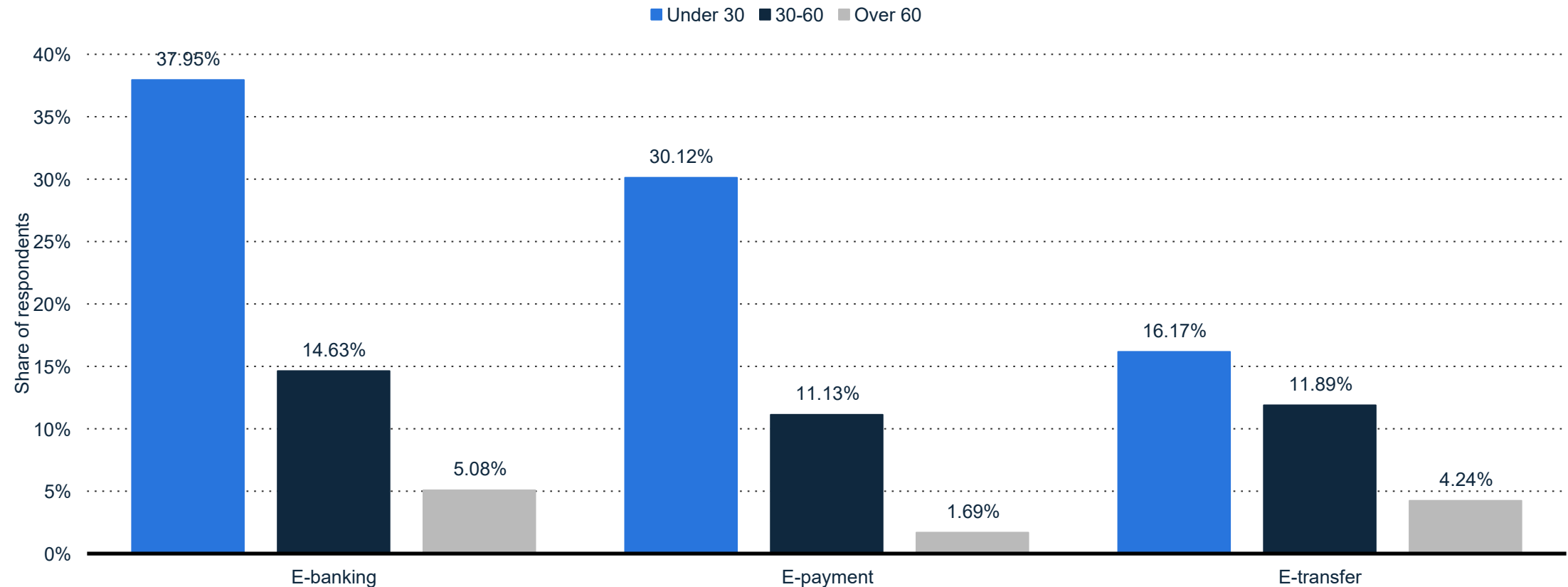
Note(s): Vietnam; June 2020; 1058 respondents; among households

Further information regarding this statistic can be found on [page 64](#).

Source(s): FinTech News; Asian Development Bank; [ID 1230607](#)

Adoption rate of fintech services in Vietnam in 2020, by age group

Fintech service adoption rate Vietnam 2020, by age group



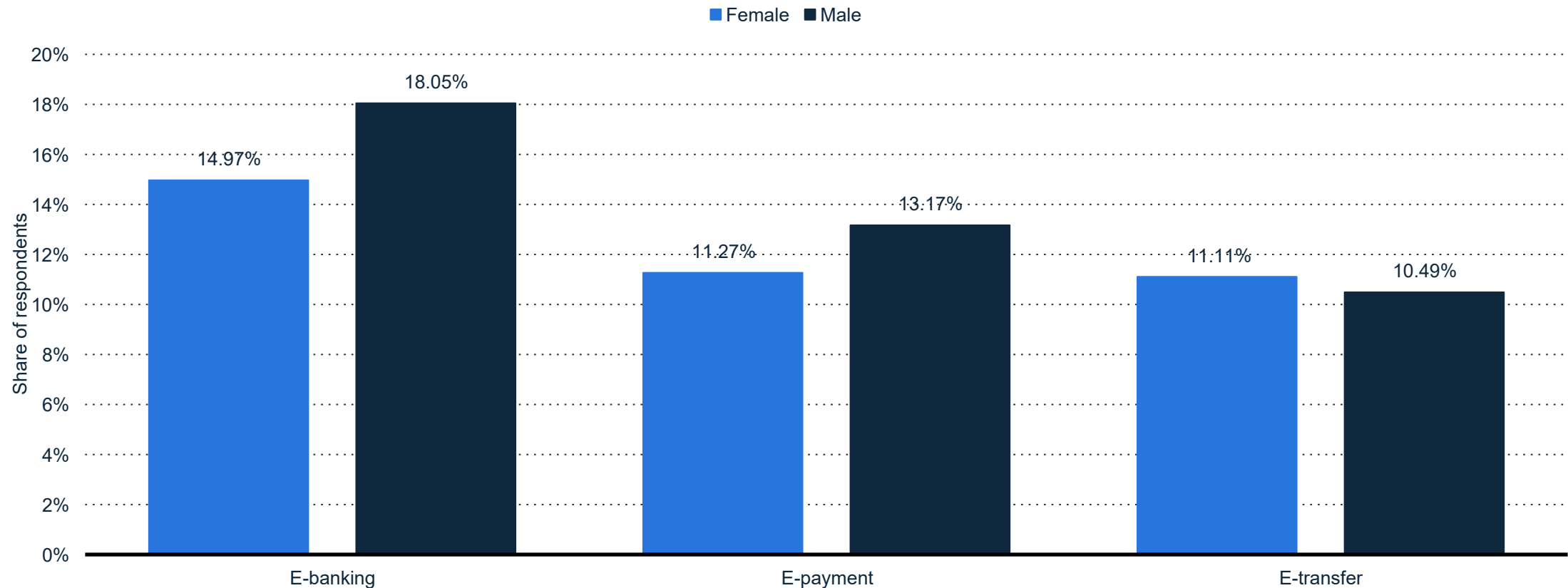
Note(s): Vietnam; June 2020; 1058 respondents; among households

Further information regarding this statistic can be found on [page 65](#).

Source(s): FinTech News; Asian Development Bank; [ID 1230601](#)

Adoption rate of fintech services in Vietnam in 2020, by gender

Fintech service adoption rate Vietnam 2020, by gender



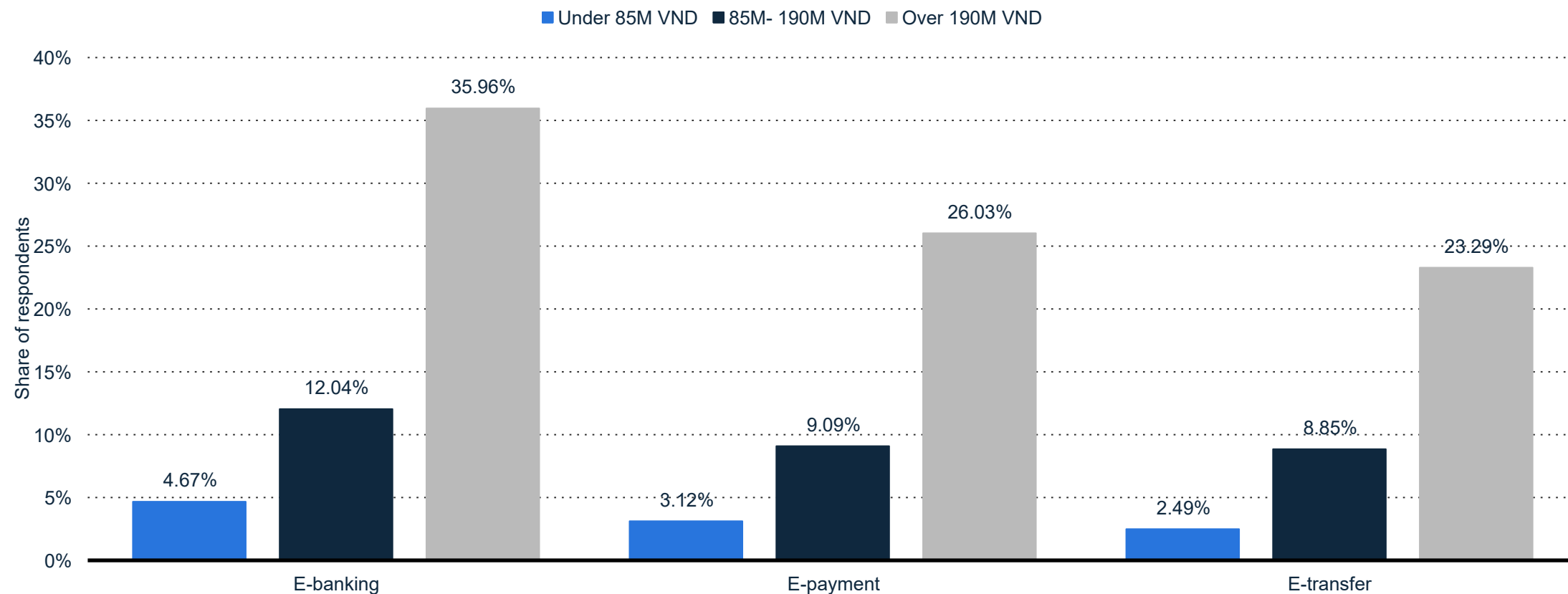
Note(s): Vietnam; June 2020; 1058 respondents; among households

Further information regarding this statistic can be found on [page 66](#).

Source(s): FinTech News; Asian Development Bank; [ID 1230588](#)

Adoption rate of fintech services in Vietnam in 2020, by income

Fintech service adoption rate Vietnam 2020, by income



Note(s): Vietnam; June 2020; 1058 respondents; among households

Further information regarding this statistic can be found on [page 67](#).

Source(s): FinTech News; Asian Development Bank; [ID 1230603](#)

FINTECH IN VIETNAM

References

Value of fintech investments in Asia Pacific from 2017 to 2020 (in billion U.S. dollars)

Fintech investments value APAC 2017-2020

Source and methodology information

Source(s)	KPMG ; PitchBook
Conducted by	KPMG ; PitchBook
Survey period	2017 to 2020
Region(s)	APAC
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	figures as of December 31, 2020
Published by	KPMG
Publication date	February 2021
Original source	The pulse of fintech H2 2020, page 58
Website URL	visit the website
Notes:	<i>Including venture capital (VC), private equity (PE) and mergers and acquisitions (M&A). Figures have been adjusted. Values prior to 2017 from previous reporting.</i>

Description

In 2020, the total investments into fintech across the Asia Pacific region amounted to 11.6 billion U.S. dollars. This was a decrease from 2019, in which 16.2 billion U.S. dollars was invested into the fintech sector in the Asia Pacific region.

[Back to statistic](#)

Transaction value of digital payments in Asia Pacific in 2020, by country (in billion U.S. dollars)

Transaction value of digital payments APAC 2020, by country

Source and methodology information

Source(s)	KPMG
Conducted by	KPMG
Survey period	2020
Region(s)	APAC
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	KPMG
Publication date	March 2021
Original source	Digital wealth management in Asia Pacific, page 17
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2020, transactions in digital payments in China were valued at a staggering 2,309 billion U.S. dollars. China was the largest market in terms of digital payments in the Asia Pacific region. In comparison, the value of transactions in digital payments was 8.6 billion U.S. dollars in Vietnam in 2020.

[Back to statistic](#)

Transaction value of the fintech sector in Vietnam from 2017 to 2025, by segment (in million U.S. dollars)

Vietnam: fintech transaction value 2017-2025, by segment

Source and methodology information

Source(s)	Statista Digital Market Outlook; Statista
Conducted by	Statista
Survey period	n.a.
Region(s)	Vietnam
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	Statista Digital Market Outlook
Publication date	April 2021
Original source	Statista Digital Market Outlook
Website URL	visit the website
Notes:	<i>FinTech is short for 'Financial Technology', the central concept of structural change and digitization within the financial services industry. Under the collective name FinTech (which still lacks a clear definition even within the industry), financial services are understood within the framework of [...] For more information visit our Website</i>

Description

Transaction value in the digital payments segment of Vietnam reached 11.61 billion U.S. dollars in 2020. By 2025, the Statista Digital Market Outlook estimates transaction value in this segment to reach 26.4 billion dollars.

[Back to statistic](#)

Number of users of the fintech sector in Vietnam from 2017 to 2025, by segment (in million users)

Vietnam: fintech users 2017-2025, by segment

Source and methodology information

Source(s)	Statista Digital Market Outlook; Statista
Conducted by	Statista
Survey period	n.a.
Region(s)	Vietnam
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	Statista Digital Market Outlook
Publication date	April 2021
Original source	Statista Digital Market Outlook
Website URL	visit the website
Notes:	<i>FinTech is short for 'Financial Technology', the central concept of structural change and digitization within the financial services industry. Under the collective name FinTech (which still lacks a clear definition even within the industry), financial services are understood within the framework of [...] For more information visit our Website</i>

Description

There were 45.6 million users of digital payments in Vietnam in 2020. By 2025, the Statista Digital Market Outlook estimates that the number of users in this segment will grow to 70.9 million.

[Back to statistic](#)

Major fintech companies in Asia Pacific in 2021, by total funding amount (in billion U.S. dollars)

Major fintech companies APAC 2021, by total funding amount

Source and methodology information

Source(s)	CrunchBase
Conducted by	CrunchBase
Survey period	2021
Region(s)	APAC
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	CrunchBase
Publication date	March 2021
Original source	crunchbase.com
Website URL	visit the website
Notes:	<i>*Original value of 53.5 billion yen is converted to U.S. dollars as of May 18, 2021. Values below one billion U.S. dollars have been rounded. The total funding amount is the total amount raised across all funding rounds as of March 2021.</i>

Description

Ant Group was the largest fintech company in the Asia Pacific region in 2021, with total funding of around 22 billion U.S. dollars. Ant Group is an affiliate company of Alibaba Group and operates Alipay, the world's largest mobile and online payments platform. Fintech, or financial technology, is an emerging industry that uses digital technology to provide financial services. Decline of fintech investments Funding of startups can come from various investment sources in different funding rounds, such as private equity and venture. Worldwide investments in fintech companies saw a significant decline in 2020. The decrease is also reflected in fintech investments in the Asia Pacific region , where the year started off as expected and proceeded to decline. Nonetheless, private equity investments in Asia Pacific increased moderately compared to 2019. Digital paymentsand banking in Asia Pacific A good deal of leading fintech companies in the Asia Pacific region is in the digital payment industry. Digital payments transaction value in China reached over 2.3 billion U.S. dollars in 2020. However, increased regulations in China may affect the operations of fintech companies like Ant Group`s IPO being suspended in 2020. Banking and wealth management are also shifting to digital platforms, as Hong Kong now has eight digital banks as of January 2021. Traditional banks are following suit by expanding their digital capabilities .

[Back to statistic](#)

Number of operating fintech companies in Vietnam from 2012 to 2020

Number of fintech companies in operation in Vietnam 2012-2020

Source and methodology information

Source(s)	United Overseas Bank; PwC; Singapore FinTech Association
Conducted by	United Overseas Bank; PwC; Singapore FinTech Association
Survey period	2012 to 2020
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	United Overseas Bank
Publication date	December 2020
Original source	Fintech in ASEAN: Get up, reset, go!, page 10
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2020, there were 141 operating fintech firms in Vietnam. This was the highest number of companies in this sector within the observed timeline. Although Vietnam had a lower number of fintech businesses than many of its ASEAN neighbors, this number had been growing yearly. Fintech segments in Vietnam Parallel to the rapid expansion of the e-commerce sector in Vietnam, the digital payment segment has been growing fast. As a result, it has become the most important segment within the fintech landscape, leading in terms of new investment and the number of startups. In recent years, almost a third of fintech startups in Vietnam belonged to the digital payment category, while the value of funding within this segment was the highest among all fintech categories. Apart from digital payments, alternative lending has also demonstrated its potential in Vietnam, having recorded one of the highest growth rates in the fintech sector. Challenges and opportunities for Vietnam's fintech sector Vietnam has a young population with an increasing number of internet users. However, the ownership and usage rate of financial products among its population is still relatively low, so is the adoption rate of fintech services . On the other hand, the government has been actively promoting the development of the fintech sector and has planned to launch the first fintech regulations and policies in 2021.

[Back to statistic](#)

Number of new fintech companies in Vietnam from 2016 to 2020

Number of new fintech companies in Vietnam 2016-2020

Source and methodology information

Source(s)	United Overseas Bank; PwC; Singapore FinTech Association
Conducted by	United Overseas Bank; PwC; Singapore FinTech Association
Survey period	2016 to 2020
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	United Overseas Bank
Publication date	December 2020
Original source	uobgroup.com
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2020, there were two new fintech firms in Vietnam. This was the lowest number of new companies in this sector within the observed timeline. In that year, Vietnam had 141 fintech companies in operation.

[Back to statistic](#)

Number of funding deals in the fintech sector in Vietnam from 2016 to 2020

Number of funding deals in the fintech sector Vietnam 2016-2020

Source and methodology information

Source(s)	United Overseas Bank; PwC; Singapore FinTech Association
Conducted by	United Overseas Bank; PwC; Singapore FinTech Association
Survey period	2016 to 2020
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	United Overseas Bank
Publication date	December 2020
Original source	uobgroup.com
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2020, there were four funding deals in the fintech sectors in Vietnam. In that year, Vietnam had two new fintech firms and a total of 141 fintech companies in operation.

[Back to statistic](#)

Total funding value of fintech deals Vietnam from 2016 to 2020 (in million U.S. dollars)

Fintech deal funding Vietnam 2016-2020

Source and methodology information

Source(s)	United Overseas Bank; PwC; Singapore FinTech Association
Conducted by	United Overseas Bank; PwC; Singapore FinTech Association
Survey period	2016 to 2020
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	excluding deals with undisclosed amounts
Published by	United Overseas Bank
Publication date	December 2020
Original source	uobgroup.com
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2019, the value of funding of disclosed fintech deals in Vietnam reached 406.7 million U.S. dollars. In 2020, there were four funding deals in the fintech sector, while the amount of funding value was not disclosed.

[Back to statistic](#)

Breakdown of fintech startups in Vietnam in 2020, by category

Breakdown of fintech startups Vietnam 2020, by category

Source and methodology information

Source(s)	FinTech News; CafeF
Conducted by	FinTech News
Survey period	2020
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CafeF
Publication date	January 2021
Original source	cafef.vn
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2020, startups in the digital payment category accounted for 31 percent of Vietnam's fintech startups. Meanwhile, 17 percent of these startups were in the P2P lending category, and 13 percent of them worked in the blockchain/ crypto field.

[Back to statistic](#)

Transaction value of digital payments in Vietnam from 2017 to 2025, by segment (in million U.S. dollars)

Vietnam: digital payment transaction value 2017-2025, by segment

Source and methodology information

Source(s)	Statista Digital Market Outlook; Statista
Conducted by	Statista
Survey period	n.a.
Region(s)	Vietnam
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	Statista Digital Market Outlook
Publication date	April 2021
Original source	Statista Digital Market Outlook
Website URL	visit the website
Notes:	<i>The Digital Payments market segment is led by consumer transactions and includes payments for products and services which are made over the Internet as well as mobile payments at point-of-sale (POS) via smartphone applications . The following are not included in this segment: transactions between bu [...] For more information visit our Website</i>

Description

Transaction value in the digital commerce segment of Vietnam reached ten billion U.S. dollars in 2020. By 2025, the Statista Digital Market Outlook estimates transaction value in this segment to reach 22 billion dollars.

[Back to statistic](#)

Transaction value of e-wallet in Vietnam from 2015 to 2019 (in billion U.S. dollars)

Transaction value of e-wallet in Vietnam 2015-2019

Source and methodology information

Source(s)	Do Ventures; State Bank of Vietnam
Conducted by	Do Ventures; State Bank of Vietnam
Survey period	2015 to 2019
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Do Ventures
Publication date	September 2020
Original source	Vietnam tech investment report, page 9
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2019, the total value of transactions via e-wallet in Vietnam amounted to 10.4 billion U.S. dollars, growing by more than double the value of the previous year. E-wallet transaction value had been increasing fast within the observed timeline.

[Back to statistic](#)

Transaction value of mobile banking in Vietnam from 2015 to 2019 (in billion U.S. dollars)

Transaction value of mobile banking in Vietnam 2015-2019

Source and methodology information

Source(s)	Do Ventures; State Bank of Vietnam
Conducted by	Do Ventures; State Bank of Vietnam
Survey period	2015 to 2019
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Do Ventures
Publication date	September 2020
Original source	Vietnam tech investment report, page 9
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2019, the total value of transactions via mobile banking in Vietnam amounted to 240 billion U.S. dollars, more than three times the value of the previous year. Mobile banking transaction value had been increasing fast within the observed timeline.

[Back to statistic](#)

Number of users of digital payments in Vietnam from 2017 to 2025, by segment (in million users)

Vietnam: digital payment users 2017-2025, by segment

Source and methodology information

Source(s)	Statista Digital Market Outlook; Statista
Conducted by	Statista
Survey period	n.a.
Region(s)	Vietnam
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	Statista Digital Market Outlook
Publication date	April 2021
Original source	Statista Digital Market Outlook
Website URL	visit the website
Notes:	<i>The Digital Payments market segment is led by consumer transactions and includes payments for products and services which are made over the Internet as well as mobile payments at point-of-sale (POS) via smartphone applications . The following are not included in this segment: transactions between bu [...] For more information visit our Website</i>

Description

There were 45.6 million users of digital commerce in Vietnam in 2020. By 2025, the Statista Digital Market Outlook estimates that the number of users in this segment will grow to 70.9 million.

[Back to statistic](#)

Transaction value per user of digital payments in Vietnam from 2017 to 2025, by segment (in U.S. dollars)

Vietnam: digital payment per user transaction value 2017-2025, by segment

Source and methodology information

Source(s)	Statista Digital Market Outlook; Statista
Conducted by	Statista
Survey period	n.a.
Region(s)	Vietnam
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	Statista Digital Market Outlook
Publication date	April 2021
Original source	Statista Digital Market Outlook
Website URL	visit the website
Notes:	<i>The Digital Payments market segment is led by consumer transactions and includes payments for products and services which are made over the Internet as well as mobile payments at point-of-sale (POS) via smartphone applications . The following are not included in this segment: transactions between bu [...] For more information visit our Website</i>

Description

Transaction value in the digital commerce segment of Vietnam reached 219 U.S. dollars per user in 2020. By 2025, the Statista Digital Market Outlook estimates transaction value in this segment to reach 311 dollars per user.

[Back to statistic](#)

Number of funding deals for digital payments in Vietnam from 2016 to 2020 (in million U.S. dollars)

Number of digital payment funding deals Vietnam 2016-2020, by category

Source and methodology information

Source(s)	United Overseas Bank; PwC; Singapore FinTech Association
Conducted by	United Overseas Bank; PwC; Singapore FinTech Association
Survey period	2016 to 2020
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	United Overseas Bank
Publication date	December 2020
Original source	uobgroup.com
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2020, there was no funding deal in the fintech sector for digital payments in Vietnam. Meanwhile, in 2019, there were five funding deals for businesses in this category. Before 2020, digital payments had been the category with the most funding deals in the fintech sector in Vietnam.

[Back to statistic](#)

Total funding value of deals for digital payment category in Vietnam from 2016 to 2020 (in million U.S. dollars)

Funding value of digital payment deals Vietnam 2016-2020

Source and methodology information

Source(s)	United Overseas Bank; PwC; Singapore FinTech Association
Conducted by	United Overseas Bank; PwC; Singapore FinTech Association
Survey period	2016 to 2020
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	excluding deals with undisclosed amounts
Published by	United Overseas Bank
Publication date	December 2020
Original source	uobgroup.com
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2019, the digital payment category had a total funding value of 403 million U.S. dollars in the fintech sector in Vietnam. This funding value consisted of five funding deals. In 2020, this category recorded no new deals and funding.

[Back to statistic](#)

Transaction value of alternative lending in Vietnam from 2017 to 2025, by segment (in million U.S. dollars)

Vietnam: alternative lending transaction value 2017-2025, by segment

Source and methodology information

Source(s)	Statista Digital Market Outlook; Statista
Conducted by	Statista
Survey period	n.a.
Region(s)	Vietnam
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	Statista Digital Market Outlook
Publication date	April 2021
Original source	Statista Digital Market Outlook
Website URL	visit the website
Notes:	<i>The Alternative Lending market segment relates to digital financial services for business customers as well as private borrowers. The market includes bank-independent loan allocation for SMEs (Crowdlending) and for personal loans (Marketplace Lending or so-called Peer-to-Peer lending) through privat [...] For more information visit our Website</i>

Description

Transaction value in the crowdlending segment of Vietnam reached 900,000 U.S. dollars in 2020. By 2025, the Statista Digital Market Outlook estimates transaction value in this segment to reach 1.2 million dollars.

[Back to statistic](#)

Number of loans in alternative lending in Vietnam from 2017 to 2025, by segment (in 1,000 users)

Vietnam: alternative lending loans 2017-2025, by segment

Source and methodology information

Source(s)	Statista Digital Market Outlook; Statista
Conducted by	Statista
Survey period	n.a.
Region(s)	Vietnam
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	Statista Digital Market Outlook
Publication date	April 2021
Original source	Statista Digital Market Outlook
Website URL	visit the website
Notes:	<i>The Alternative Lending market segment relates to digital financial services for business customers as well as private borrowers. The market includes bank-independent loan allocation for SMEs (Crowdlending) and for personal loans (Marketplace Lending or so-called Peer-to-Peer lending) through privat [...] For more information visit our Website</i>

Description

There were roughly 300 crowdlending loans created in Vietnam in 2020. The Statista Digital Market Outlook estimates that by 2025 the number of loans in this segment will rise to 400.

[Back to statistic](#)

Average funding per loan in alternative lending in Vietnam from 2017 to 2025, by segment (in U.S. dollars)

Vietnam: alternative lending funding per loan 2017-2025, by segment

Source and methodology information

Source(s)	Statista Digital Market Outlook; Statista
Conducted by	Statista
Survey period	n.a.
Region(s)	Vietnam
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	Statista Digital Market Outlook
Publication date	April 2021
Original source	Statista Digital Market Outlook
Website URL	visit the website
Notes:	<i>The Alternative Lending market segment relates to digital financial services for business customers as well as private borrowers. The market includes bank-independent loan allocation for SMEs (Crowdlending) and for personal loans (Marketplace Lending or so-called Peer-to-Peer lending) through privat [...] For more information visit our Website</i>

Description

Average funding per loan in the crowdlending segment in Vietnam reached 2,491 U.S. dollars in 2020. By 2025, the average funding in this segment is expected to increase to 2,970 dollars per loan.

[Back to statistic](#)

Number of funding deals for alternative lending in Vietnam from 2016 to 2020 (in million U.S. dollars)

Number of alternative lending funding deals Vietnam 2016-2020

Source and methodology information

Source(s)	United Overseas Bank; PwC; Singapore FinTech Association
Conducted by	United Overseas Bank; PwC; Singapore FinTech Association
Survey period	2016 to 2020
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	United Overseas Bank
Publication date	December 2020
Original source	uobgroup.com
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2020, there was one funding deal for alternative lending in the fintech segment of Vietnam. In that year, the fintech sectors in Vietnam recorded four funding deals in total.

[Back to statistic](#)

Transaction value of crowdfunding in Vietnam from 2017 to 2025 (in million U.S. dollars)

Vietnam: crowdfunding transaction value 2017-2025

Source and methodology information

Source(s)	Statista Digital Market Outlook; Statista
Conducted by	Statista
Survey period	n.a.
Region(s)	Vietnam
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	Statista Digital Market Outlook
Publication date	April 2021
Original source	Statista Digital Market Outlook
Website URL	visit the website
Notes:	<i>Crowdfunding (also: reward-based Crowdfunding) is a financing form independent from financial institutions, location of the campaign creator or investor. Reward-based Crowdfunding campaigns can be initiated for a wide range of different purposes such as product launches, art-, music- and film-financ [...] For more information visit our Website</i>

Description

Transaction value in the crowdfunding segment of Vietnam reached 1.9 million U.S. dollars in 2020. By 2025, the Statista Digital Market Outlook estimates transaction value in this segment to reach 2.6 million dollars.

[Back to statistic](#)

Number of crowdfunding campaigns in Vietnam from 2017 to 2025 (in 1,000 users)

Vietnam: number of crowdfunding campaigns 2017-2025

Source and methodology information

Source(s)	Statista Digital Market Outlook; Statista
Conducted by	Statista
Survey period	n.a.
Region(s)	Vietnam
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	Statista Digital Market Outlook
Publication date	April 2021
Original source	Statista Digital Market Outlook
Website URL	visit the website
Notes:	<i>Crowdfunding (also: reward-based Crowdfunding) is a financing form independent from financial institutions, location of the campaign creator or investor. Reward-based Crowdfunding campaigns can be initiated for a wide range of different purposes such as product launches, art-, music- and film-financ [...] For more information visit our Website</i>

Description

The number of crowdfunding campaigns in Vietnam stood at 2,800 in 2020. By 2025, the Statista Digital Market Outlook estimates the number of campaigns to decrease to 2,600.

[Back to statistic](#)

Average funding per crowdfunding campaign in Vietnam from 2017 to 2025 (in U.S. dollars)

Vietnam: crowdfunding per campaign funding 2017-2025

Source and methodology information

Source(s)	Statista Digital Market Outlook; Statista
Conducted by	Statista
Survey period	n.a.
Region(s)	Vietnam
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	Statista Digital Market Outlook
Publication date	April 2021
Original source	Statista Digital Market Outlook
Website URL	visit the website
Notes:	<i>Crowdfunding (also: reward-based Crowdfunding) is a financing form independent from financial institutions, location of the campaign creator or investor. Reward-based Crowdfunding campaigns can be initiated for a wide range of different purposes such as product launches, art-, music- and film-financ [...] For more information visit our Website</i>

Description

Average funding per campaign in the crowdfunding segment of Vietnam reached 680 U.S. dollars in 2020. By 2025, the Statista Digital Market Outlook estimates average per campaign funding in this segment to reach over 1,000 U.S. dollars.

[Back to statistic](#)

Transaction value of crowd investing in Vietnam from 2017 to 2025 (in million U.S. dollars)

Vietnam: crowd investing transaction value 2017-2025

Source and methodology information

Source(s)	Statista Digital Market Outlook; Statista
Conducted by	Statista
Survey period	n.a.
Region(s)	Vietnam
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	Statista Digital Market Outlook
Publication date	April 2021
Original source	Statista Digital Market Outlook
Website URL	visit the website
Notes:	<i>The term Crowdinvesting (also: equity-based Crowdfunding) defines a variety of transactions where an unspecified number of investors come together in order to invest in a well-defined purpose. The following segment exclusively considers equity-based Crowdfunding: investments in equity shares or prof [...] For more information visit our Website</i>

Description

Transaction value in the crowd investing segment of Vietnam reached 300,000 U.S. dollars in 2020. By 2025, the Statista Digital Market Outlook estimates transaction value in this segment to reach 600,000 dollars.

[Back to statistic](#)

Average funding of crowd investing in Vietnam from 2017 to 2025 (in million U.S. dollars)

Vietnam: crowd investing average funding 2017-2025

Source and methodology information

Source(s)	Statista Digital Market Outlook; Statista
Conducted by	Statista
Survey period	n.a.
Region(s)	Vietnam
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	Statista Digital Market Outlook
Publication date	April 2021
Original source	Statista Digital Market Outlook
Website URL	visit the website
Notes:	<i>The term Crowdinvesting (also: equity-based Crowdfunding) defines a variety of transactions where an unspecified number of investors come together in order to invest in a well-defined purpose. The following segment exclusively considers equity-based Crowdfunding: investments in equity shares or prof [...] For more information visit our Website</i>

Description

The average funding in the crowd investing segment of Vietnam reached 127,255 U.S. dollars in 2020. By 2025, the Statista Digital Market Outlook estimates average funding in this segment to reach 147,139 dollars.

[Back to statistic](#)

Awareness of fintech products in Vietnam in 2020

Awareness of fintech products Vietnam 2020

Source and methodology information

Source(s)	FinTech News; Asian Development Bank
Conducted by	Asian Development Bank
Survey period	June 2020
Region(s)	Vietnam
Number of respondents	1058
Age group	<i>n.a.</i>
Special characteristics	among households
Published by	FinTech News
Publication date	December 2020
Original source	fintechnews.sg
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2020, digital borrowing was the fintech product with the highest awareness, according to 45.72 percent of Vietnamese respondents. Meanwhile, 15.7 percent of the respondents were aware of digital financial advisors, the lowest awareness rate among all listed fintech products.

[Back to statistic](#)

Adoption rate of fintech services in Vietnam in 2020, by age group

Fintech service adoption rate Vietnam 2020, by age group

Source and methodology information

Source(s)	FinTech News; Asian Development Bank
Conducted by	Asian Development Bank
Survey period	June 2020
Region(s)	Vietnam
Number of respondents	1058
Age group	<i>n.a.</i>
Special characteristics	among households
Published by	FinTech News
Publication date	December 2020
Original source	fintechnews.sg
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2020, e-banking was the fintech service with the highest adoption rate among all surveyed age groups in Vietnam. Meanwhile, respondents under 30 years old had the highest fintech adoption rate across all services, with the e-banking adoption rate reaching almost 38 percent.

[Back to statistic](#)

Adoption rate of fintech services in Vietnam in 2020, by gender

Fintech service adoption rate Vietnam 2020, by gender

Source and methodology information

Source(s)	FinTech News; Asian Development Bank
Conducted by	Asian Development Bank
Survey period	June 2020
Region(s)	Vietnam
Number of respondents	1058
Age group	<i>n.a.</i>
Special characteristics	among households
Published by	FinTech News
Publication date	December 2020
Original source	fintechnews.sg
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2020, e-banking was the fintech service with the highest adoption rate in Vietnam, amounting to about 18 percent of male and 15 percent of female respondents. While male respondents had a higher adoption rate for e-banking and e-payment services, female respondents demonstrated a slightly higher rate of adoption for e-transfer.

[Back to statistic](#)

Adoption rate of fintech services in Vietnam in 2020, by income

Fintech service adoption rate Vietnam 2020, by income

Source and methodology information

Source(s)	FinTech News; Asian Development Bank
Conducted by	Asian Development Bank
Survey period	June 2020
Region(s)	Vietnam
Number of respondents	1058
Age group	<i>n.a.</i>
Special characteristics	among households
Published by	FinTech News
Publication date	December 2020
Original source	fintechnews.sg
Website URL	visit the website
Notes:	<i>One thousand Vietnamese dong equals 0.043 U.S. dollars and 0.037 euros as of April 2021.</i>

Description

In 2020, the highest e-banking adoption rate among Vietnamese respondents was around 36 percent among people earning over 190 million Vietnamese dong. Meanwhile, almost 2.5 percent of respondents in the income group of under 85 million Vietnamese dong stated to have adopted e-transfer.

[Back to statistic](#)