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## The role of social media in FMCG retail in Vietnam

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### ABSTRACT

Social media has become an indispensable part of contemporary life, transforming how individuals, businesses, and society interact. These digital platforms like Facebook, Instagram, and Twitter enable instant communication and content sharing, transcending geographical boundaries. Social media's impact extends beyond personal connections, as it plays a pivotal role in modern business and marketing strategies. Companies utilize these platforms to enhance brand recognition, engage customers, conduct market research, and drive sales. Simultaneously, the FMCG retail industry remains a cornerstone of the global economy, characterized by high consumer demand and fierce competition. In Vietnam, as in many emerging markets, the FMCG sector plays a pivotal role in the economy due to its substantial consumer base and diverse product offerings. Social media platforms have become integral to the strategies of FMCG retailers in the country. This research aims to delve into the dynamic and evolving relationship between social media and the Fast-Moving Consumer Goods (FMCG) retail sector, with a specific focus on the Vietnamese market and seeks to comprehensively analyze and understand how social media influences various facets of FMCG retail operations.

### KEYWORDS

Social media, FMCG retail, Vietnam.



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## 1. Introduction

Social media refers to online platforms and websites that enable users to create, share, and interact with content, information, and other users. These platforms are designed to facilitate social networking, communication, and the exchange of ideas, media, and personal information in a virtual environment. Users can typically create profiles, share text, images, videos, and other media, connect with friends, follow, or subscribe to other users' content, and engage in various forms of communication, such as comments, likes, shares, and direct messages. Popular social media platforms include Facebook, Twitter, Instagram, LinkedIn, Snapchat, TikTok, and many others. Each platform may have its own unique features and purposes, catering to different types of content and interactions. Social media has become a significant part of modern digital culture, allowing people to connect with friends and family, share their interests and experiences, stay informed about current events, and even promote businesses and brands. It has also raised important issues related to privacy, online identity, and the spread of information and misinformation.

FMCG stands for Fast-Moving Consumer Goods. These are products that are sold quickly at relatively low prices and have a short shelf life. FMCG products are also known as consumer-packaged goods (CPG). They are essential items that people use on a daily or frequent basis, and they are typically non-durable, meaning they are consumed or replaced frequently. FMCG products are a fundamental part of the everyday lives of consumers. Some common examples of FMCG products include Food and Beverages, Toiletries and Personal Care Products, Household Cleaning Products, Health, and Beauty Products. Consumers buy FMCG products frequently and regularly, often on a weekly or monthly basis. These products are usually inexpensive and affordable for most consumers. FMCG items have a limited shelf life, which means they need to be used or consumed within a short period to maintain their quality and they are typically produced on a large scale and distributed widely to reach a broad consumer base. Consumers often exhibit brand loyalty with FMCG products, sticking to their preferred brands for items like toothpaste, soap, or snacks, which encourage companies investing heavily in advertising and promotion to create brand awareness and influence consumer choices. The FMCG industry is highly competitive, with companies constantly striving to innovate, improve product quality, and gain market share. Distribution and logistics are critical factors in this industry, as products need to be readily available to consumers in various locations, including grocery stores, convenience stores, and online platforms. Overall, FMCG products play a vital role in the global consumer economy, and they are a significant part of people's everyday lives due to their essential nature and constant demand. Social media has had a profound impact on the FMCG industry. It has become a crucial tool for FMCG companies to engage with consumers, market their products, gather insights, and drive sales.

## 2. The development of FMCG in Vietnam

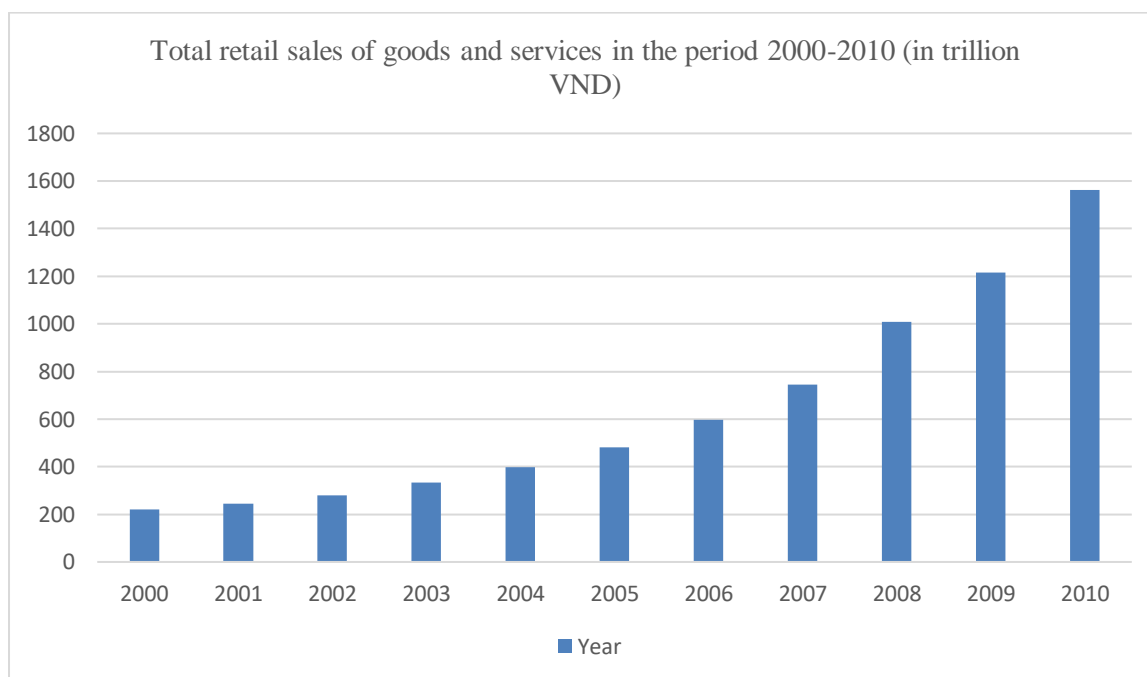
### *Early Stages (1990s - Early 2000s)*

In the late 1980s and early 1990s, Vietnam embarked on a series of economic reforms aimed at transitioning from a centrally planned economy to a more market-oriented system. These reforms ushered in an era of increased foreign investment and trade, precipitating significant changes within the Vietnamese retail sector. During this period, the primary retail outlets in Vietnam were traditional wet markets and small family-run shops, which primarily offered essential goods such as food, clothing, and basic household items. Additionally, street vendors and local markets played a prominent role in the retail landscape. The implementation of the "Doi moi" economic reform in 1986 marked a turning point in Vietnam's economic trajectory, leading to robust growth in the late 1990s

and early 2000s. Vietnam concentrated its efforts on the execution of three major economic programs: the food industry, consumer goods, and exports. The rise in incomes and urbanization during this time had a profound impact on consumer preferences, resulting in an increased demand for modern retail options.

As a response to evolving market dynamics, several local retailers began expanding their operations during this period. Notably, Saigon Co.op emerged as a significant player in the retail market, particularly in the operation of supermarkets and convenience stores. By 2004, Vietnam had achieved an impressive 8 percent annual growth rate, positioning it as the 7th-ranked country on the GRDI A.T. Kearney index. Vietnam demonstrated its commitment to global economic integration by actively participating in organizations such as APEC, the ASEAN FTA, and the WTO. In 2004, most restrictions on foreign investments were lifted, paving the way for joint ventures between Vietnamese and US companies. The total volume of retail goods and services turnover in Vietnam has experienced high growth rates over different periods. If during the 1996-2000 period, the average growth rate was 10.75% per year, then in the 2001-2005 period, the growth rate was 18.3% (GSO Vietnam). Leading the charge in the retail sector were global giants like Metro AG and Casino. In 2005, the Vietnamese market welcomed the entry of Malaysian retailer Parkson and Hong Kong's Dairy Farm, further diversifying the retail landscape.

**Figure 1. Total retail sales of goods and services in the period 2000 – 2010.**



Source: GSO

**Modern retail format (mid 2000s – early 2010s)**

The emergence of modern retail formats in Vietnam during the mid-2000s to the early 2010s represents a transformative phase in the country's retail industry. This period witnessed a significant shift from traditional retail models to more modern and organized formats. Several key factors contributed to this evolution, including economic reforms, changing consumer preferences, and the entry of international retail giants. The latter half of the 2000s bore witness to a notable surge in Vietnam's retail landscape. Consequently, in 2008, the nation ascended to the apex of the Global

Retail Development Index (GRDI), affirming its position as a highly attractive market. This period of expansion in organized retail concurrently introduced Vietnamese consumers to contemporary shopping paradigms. The government, cognizant of the transformative potential of the retail sector, initiated a comprehensive privatization program. This program aimed to dismantle restrictions on foreign ownership, allowing for 100% ownership by foreign retailers. Additionally, the government launched an initiative to develop wholesale and retail real estate infrastructure across the nation, slated for completion by 2010. These strategic initiatives underscored Vietnam's commitment to fostering a conducive environment for foreign direct investment, thus setting the stage for burgeoning growth within the retail domain.

Furthermore, the liberalization of the Vietnamese economy beckoned global retailers to seize the emerging opportunities. With a demographic comprising 79 million individuals under the age of 65, Vietnam's youthful population represented a key demographic advantage. Concurrently, urbanization trends, particularly in major cities such as Ho Chi Minh City and Hanoi, indicated an annual influx of over one million people, bolstering consumer dynamics. Escalating living standards prompted a perceptible shift from traditional open-air markets to modern retail establishments. Factors such as diversified product offerings, improved shopping comfort, and the mitigation of price haggling played pivotal roles in this transition.

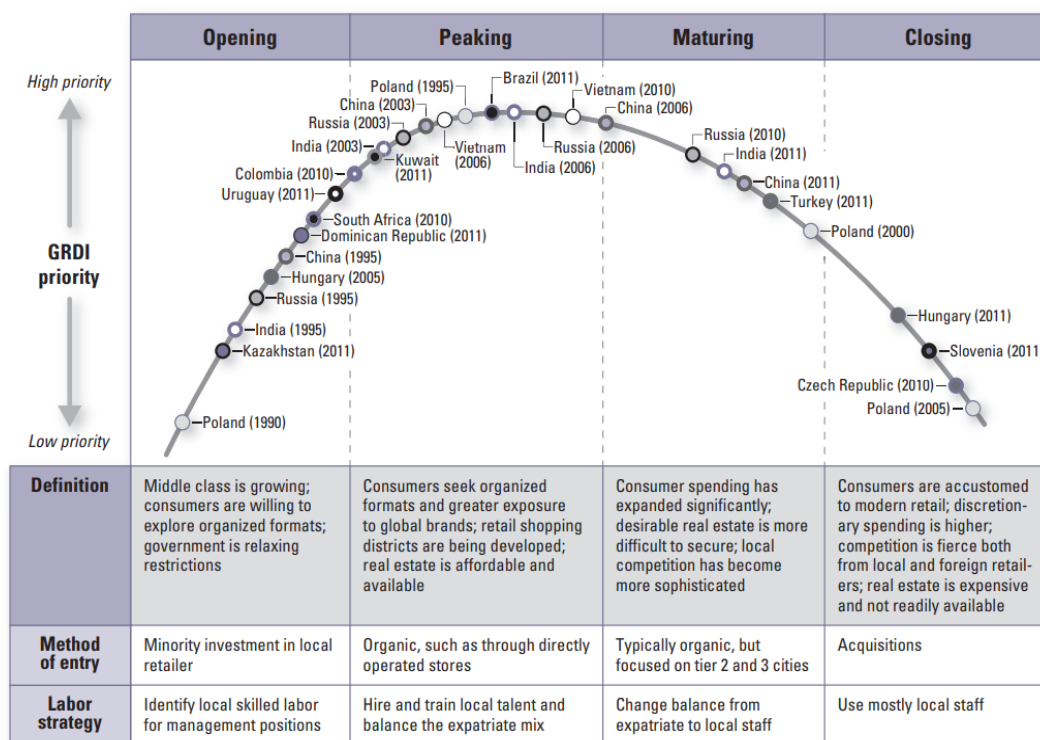
Nonetheless, the retail landscape remained characterized by traditional mom-and-pop stores and wet markets, collectively asserting their dominance, with the top five organized retailers commanding a meager market share of less than 3% (A.T.Kearney Report). In Ho Chi Minh City alone, over 6,000 mom-and-pop stores and 2,000 wet markets constituted significant sources for groceries and personal care products. The consumer trust in the freshness of products acquired from these venues, underpinned by their direct sourcing from fields or wholesale markets each morning, played an instrumental role in their resilience. Furthermore, the continued relevance of these markets was bolstered by their inherent advantages, including proximity, price flexibility, and consumer-seller relationships. The latter underscored the importance of convenience, given the proclivity of Vietnamese consumers to procure fresh produce on a daily basis.

By the close of 2009, Vietnam boasted 446 supermarkets, signifying an increase of 62 establishments compared to the previous year. Of these, 21 were under the ownership of foreign enterprises, while 425 remained within the purview of domestic entities. Eminent international retail conglomerates, such as Metro Cash & Carry (Germany), Parkson (Malaysia), Diamond Plaza (South Korea), Lotte (South Korea), BigC (France), CP (Thailand), and Seiyu (Japan), had established a formidable presence within the Vietnamese retail milieu. France's Auchan also unveiled plans to make inroads into the market with the introduction of three new stores. The year 2010 marked a notable development as the flow of goods and services in the retail sector exhibited a remarkable growth rate of 24.5% (Nguyen Quoc Nghi, 2012).

However, a discernible transition occurred in 2010 as the GRDI score for Vietnam commenced a gradual descent, culminating in the country's departure from the top 10 rankings. The GRDI's window of opportunity analysis categorically placed Vietnam almost reaching its "maturing" phase. Despite a slight decline in market attractiveness, Vietnam retained its status as one of the most promising markets within the region. Nevertheless, the formidable challenges of inadequate distribution infrastructure and the cost-intensive nature of retail space remained formidable barriers to entry for foreign retailers. Traditional retail channels continued to exert their dominance, although modern retail formats were steadily gaining prominence.

**Figure 2. The GRDI window-of-opportunity analysis**

The GRDI window-of-opportunity analysis



Source: A.T. Kearney analysis

Source: A.T.Kearney – GRDI Annual Report

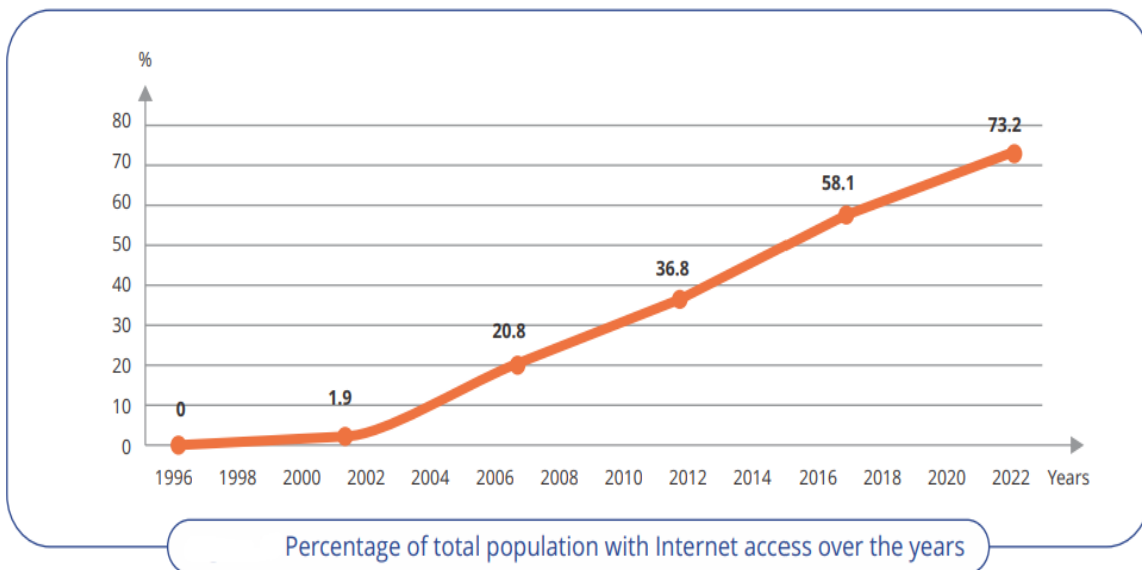
**Retail Diversification and Expansion (Mid-2010s - Late 2010s)**

The mid-2010s to late 2010s witnessed a remarkable transformation in Vietnam's retail sector. Economic growth, changing consumer preferences, and progressive government policies converged to create a favorable environment for retail diversification and expansion. As global and domestic players continued to invest in the Vietnamese market, it became increasingly evident that Vietnam had solidified its position as a vibrant and dynamic retail hub in Southeast Asia. During this period, Vietnam solidified its position as an attractive market for retail expansion. The country experienced robust economic growth, with a remarkable GDP growth rate averaging 6.7 percent annually since 2013 (World Bank). This growth was not only consistent but also surpassed that of its Southeast Asian counterparts featured in the Global Retail Development Index (GRDI). Vietnam's economic progress was fueled by exports and a substantial 17% increase in FDI, laying the foundation for a thriving retail sector. A noteworthy phenomenon within Vietnam's retail landscape was the proliferation of convenience stores, which has quadrupled during the period 2012 – 2018. (Nielsen Insight Pocketbook 2018). This surge was attributed to consumers' willingness to pay a premium for the convenience offered by stores that extended their operating hours and established outlets in more accessible locations. Given that approximately 80 percent of urban residents in most Vietnamese cities preferred eating out, this trend found fertile ground.

**Integration of Technology and E-commerce (Late 2010s - Present)**

The late 2010s and the present era have witnessed a profound transformation in Vietnam's retail landscape. This period has been characterized by dynamic changes in consumer behavior, the rapid adoption of technology, and significant shifts in the retail industry's structure and strategies. As Vietnam emerged as one of Southeast Asia's most promising retail markets, various factors converged to reshape the way consumers shop and businesses operate. One of the most notable trends in Vietnam's retail sector has been the explosive growth of e-commerce. The late 2010s witnessed a surge in online shopping, driven by increased internet penetration, smartphone usage, and digital payment adoption. E-commerce platforms like Shopee, Lazada, Tiki, and TikTok Shop have become household names, offering a wide range of products and services. A pivotal driver of the technology and e-commerce integration in Vietnam has been the widespread availability of the internet. High-speed internet access has become more accessible and affordable for a growing number of Vietnamese citizens, enabling them to engage in online shopping and interact with e-commerce platforms effortlessly. According to Vietnam's Internet Network and Information Center (VN NIC), 2022 marked the country's 25th year of Internet with more than 72 million users, accounting for 73.2% of the total population. Mobile devices, particularly smartphones, have become the primary gateway to e-commerce in Vietnam. The convenience of mobile shopping apps has led to a surge in mobile commerce (m-commerce) with 80% of the population owning a smartphone.

**Figure 3. Percentage of total population with internet access over the years**



**Source: VNNIC Report 2022**

The growth of online services and goods as well as the acceptance of online payment options like e-wallets, credit cards, and internet banking are other factors driving the development of e-commerce in Vietnam. E-commerce platforms have responded by optimizing their websites and developing mobile applications to cater to the mobile-savvy population. Vietnam has experienced a digital payment revolution, with the adoption of various digital payment methods. Mobile wallets, online banking, and payment apps have gained prominence, simplifying the payment process for online shoppers. This transformation has streamlined transactions and enhanced the overall e-commerce experience. Statistics for the first 6 months of 2023 indicate that transactions conducted via the Internet increased by 76% in quantity and 1.79% in value, while those through mobile

channels saw corresponding growth of 65% in quantity and 77% in value. (Conference Finovate Innovation Day: When Innovation Meets Sustainability).

## **2. Positive impacts of social media in FMCG retail**

### *Market expansion*

Social media is an effective platform for launching new FMCG products and promoting existing ones. Companies can use visually appealing images and videos to showcase products and their benefits. Social media platforms allow FMCG retailers to extend their reach far beyond their physical store locations. They can engage with customers not only in their local areas but also across regions, countries, or even globally. This expanded reach can lead to a broader customer base and higher sales potential. Social media offers robust targeting options, allowing FMCG retailers to reach specific demographics, interests, and behaviors. This precision in advertising helps in efficiently reaching potential customers who are more likely to be interested in the products being offered. Social media facilitates direct and real-time communication between FMCG retailers and their customers. Engaging content, promotions, and interactive campaigns can foster a sense of community and loyalty among customers, encouraging repeat purchases. Social media platforms serve as valuable channels for gathering customer feedback and insights. Retailers can use this data to understand customer preferences, identify trends, and fine-tune their product offerings and marketing strategies. FMCG retailers can use social media to create buzz around new product launches and special promotions. Teasers, countdowns, and exclusive offers can generate excitement and drive traffic to both physical and online stores. Satisfied customers often share their positive experiences with products on social media, generating User-Generated Content. FMCG retailers can leverage this content as authentic testimonials, which can be more persuasive than traditional advertising.

Many FMCG retailers have integrated e-commerce features into their social media profiles, enabling customers to make purchases directly through platforms like Facebook or Instagram. This streamlined shopping experience can lead to increased sales. FMCG retailers that effectively utilize social media can gain a competitive edge in the market. A strong online presence and engaging social media strategies can set brands apart from competitors. For FMCG retailers looking to expand internationally; social media provides an effective means to establish a global brand presence. It allows them to reach potential customers in new markets and build brand recognition even before physical expansion. Compared to traditional advertising methods; social media marketing can be more cost-effective. This is especially beneficial for smaller FMCG retailers with limited marketing budgets. FMCG retailers can use social media to provide real-time updates on product availability, promotions, and store hours. This keeps customers informed and engaged, enhancing the shopping experience. Social media platforms enable FMCG retailers to build communities around their brands. These communities can provide valuable insights, support, and advocacy for the brand. Social media has a significant positive impact on FMCG retail by facilitating market expansion. It enables retailers to connect with a broader audience, engage customers effectively, gather insights, and create a competitive advantage in a rapidly evolving retail landscape.

The retail market in Vietnam has experienced remarkable growth and transformation in recent years, making it one of the most dynamic and promising markets in Southeast Asia. With a population of over 98 million people (World Bank, 2022) and a burgeoning middle class, Vietnam presents a lucrative opportunity for both domestic and international retailers. Vietnam's retail landscape is diverse, featuring a mix of traditional markets, modern shopping malls, convenience stores, and e-commerce platforms. The retail sector has been propelled by urbanization, rising disposable incomes,

and changing consumer preferences, leading to increased spending on a wide range of consumer goods. The growth of Vietnam's retail market has also been influenced by government policies aimed at liberalizing the economy, attracting foreign investment, and promoting trade. The country's strategic location in the ASEAN region has further bolstered its status as an attractive destination for retailers looking to expand their presence in Southeast Asia.

In recent years, e-commerce has gained significant traction, with a surge in online shopping platforms and digital payment methods. This shift in consumer behavior has presented both challenges and opportunities for traditional retailers, leading to a blend of offline and online retail strategies.

According to the 2022 White Paper published by the Department of E-commerce and Digital Economy (Ministry of Industry and Trade, 2022), the scale of Vietnam's e-commerce retail market grew by 20% in 2022, reaching \$16.4 billion, accounting for 7.5% of the total retail revenue for goods and consumer services nationwide. It is estimated that around 57-60 million people in Vietnam participated in online shopping, with an average per capita spending of \$260 - \$285 USD. Besides technological growth, physical stores continued to thrive. Convenience stores have emerged and thrived in Vietnam as a retail business model of moderate size, selling essential daily-life products similar to traditional grocery stores. They also offer various convenient services to consumers, such as mobile phone top-up services. This format is considered an upgraded version of traditional grocery stores, with advantages in layout efficiency, timesaving, space utilization, and improved service quality. Convenience stores have proliferated, particularly in large cities and densely populated areas. Ms. Le Viet Nga, Deputy Head of the Domestic Market Department at the Ministry of Industry and Trade, noted that the COVID-19 pandemic has influenced consumer behavior. Many consumers have become wary of large supermarkets and shopping centers due to concerns about the risk of disease transmission. Instead, they opt for convenient stores located near residential areas for their shopping needs.

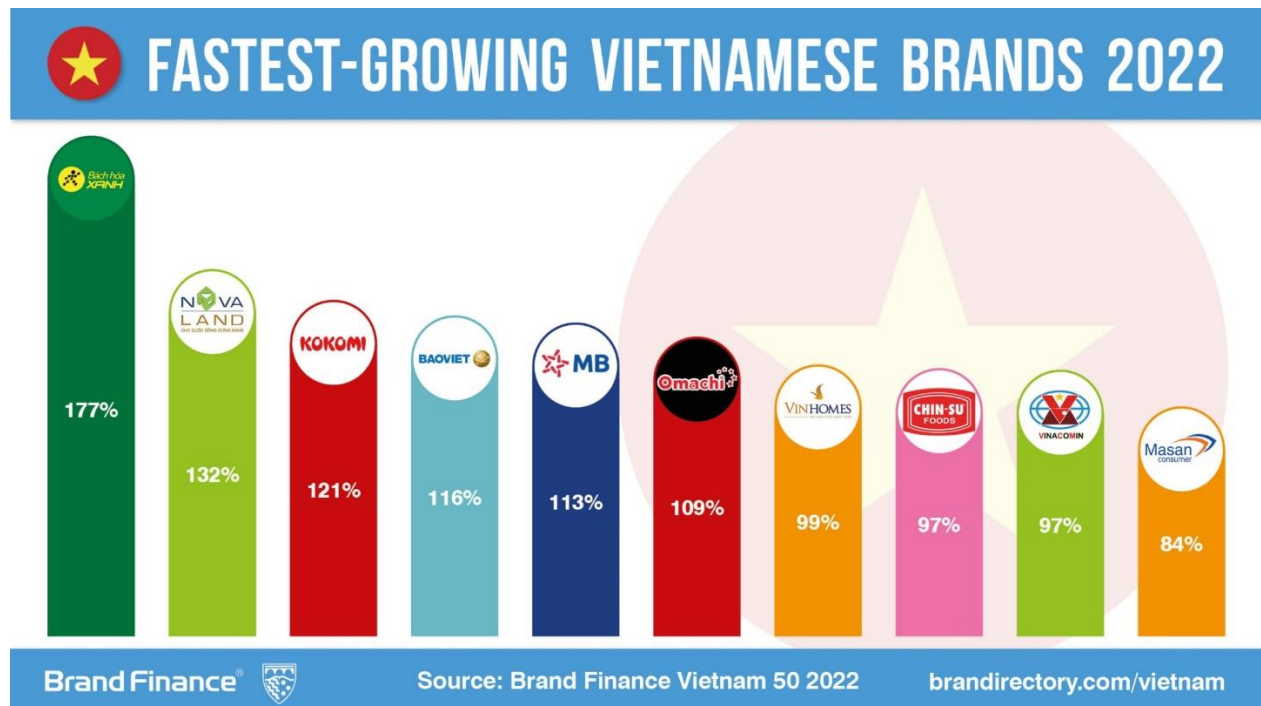
### *Increase revenue.*

Many FMCG retailers use social media platforms to set up online stores or integrate e-commerce features. This allows customers to make purchases directly through social media channels, increasing sales revenue. Retailers can use social media to promote sales, discounts, and special offers. These promotions can attract price-conscious consumers and drive higher sales during specific periods or events. Social media advertising offers precise targeting options based on user demographics and interests. Retailers can tailor their ad campaigns to reach potential customers who are more likely to make purchases, thus increasing the conversion rate. Partnering with social media influencers who have a significant following can lead to increased brand visibility and product sales. Influencers can effectively promote FMCG products to their engaged audience. Social media algorithms often provide product recommendations based on user behavior and preferences. When retailers optimize their product listings and engage with customers, their products are more likely to be recommended, leading to higher sales. Retailers can collaborate with other brands or businesses on social media for joint promotions. This can expand their reach and introduce their products to a new audience, potentially resulting in increased sales. Engaging with customers through social media can lead to higher loyalty and repeat purchases. Responding to inquiries, addressing concerns, and providing exceptional customer service can improve the overall shopping experience and encourage customers to return. Social media provides a platform for retailers to gather feedback from customers, which can be used to improve products and services. This continuous improvement can lead to higher customer satisfaction and increased sales. Retailers can use social media to provide real-time updates on product availability, new arrivals, and restocks. This immediacy can prompt customers to make quick



purchasing decisions. Social media platforms provide analytics tools that allow retailers to track the performance of their posts, ads, and campaigns. This data-driven approach helps in optimizing marketing strategies for better revenue outcomes.

**Figure 4. 10 fastest-growing Vietnamese brands 2022. Half of them belong to FMCG industry.**



Social media can be a powerful tool for FMCG retailers to increase revenue by driving sales, improving customer engagement and loyalty, and leveraging data-driven insights to make informed marketing decisions. When effectively utilized, social media can have a significant impact on the bottom line of FMCG retail businesses. In 2022, the FMCG growth rate in Vietnam reached a remarkable growth of 17.5%, compared to 2021. In quarter 1 of 2023, FMCG experienced a 10.3% growth compared to the same period of 2022 (NIQ's retail measurement services, 2023). In 2022, Vinamilk, the biggest FMCG company in Vietnam is valued at \$2.814 billion, an impressive increase of 18% compared to 2021, becoming the 6th largest milk brand in the world (Brand Finance Vietnam 50 2022 Report). The net revenue growth of Masan Consumer Corporation, one of the biggest FMCG companies in Vietnam in fiscal year 2021 is 20% (Henry Tran, 2022). Social media serves as an unparalleled platform for promoting FMCG products and orchestrating successful launches. The Vietnamese market witnesses an array of product launches every year, and social media is the launchpad for these ventures. Live streams, teasers, and user-generated content generate anticipation and buzz, ensuring successful product debuts and sustained interest. Social media stars, also called Key Opinion Leaders (KOLs) or online celebrities, are becoming more important in digital marketing. This influences how well marketing for fast-moving consumer goods works. Research shows that using social media stars in ads for fast-moving consumer goods (FMCG) could be very helpful (Han, Wang, & Fan, 2023). Celebrity recommendations have a big effect on how Chinese customers think about businesses and how likely they are to buy from them. Also, social media leaders' suggestions increased the number of FMCG sales (Jiang, Liang, Chen, & Ding, 2014). One of the unsung benefits of social media in FMCG retail is its ability to offer profound customer insights. Through data analytics and sentiment analysis, FMCG retailers in Vietnam can gain valuable information about customer preferences, behaviors, and emerging trends. This data-driven approach empowers retailers

to tailor product offerings, marketing campaigns, and even pricing strategies to better align with consumer expectations. Business organizations have become capable of being in touch with customers more effectively and efficiently like no other time (Duffett, 2017). All these activities finally lead to an increase in the sale volume and revenue for FMCG firms.

### 3. Negative impacts of social media in FMCG retail

While social media can have many positive impacts on the FMCG industry, it also brings some potential negative consequences and challenges. Negative reviews, complaints, or controversies about FMCG products can quickly go viral on social media. A single customer's bad experience can reach a large audience and harm a brand's reputation. False information and rumors can spread rapidly on social media platforms, leading to unwarranted concerns about the safety or quality of FMCG products. Competitors or malicious actors can impersonate FMCG brands on social media, potentially damaging the brand's reputation or spreading false information. Handling customer service issues on social media can be time-consuming and challenging. Negative comments or complaints require prompt and effective responses to maintain customer trust. Collecting and using customer data for marketing purposes on social media can raise privacy concerns. Brands must navigate these concerns carefully to avoid backlash. The FMCG market is highly competitive, and social media can intensify competition by providing a platform for rivals to closely monitor and respond to each other's activities. While influencers can be powerful advocates, there's also the risk of influencers engaging in unethical practices or endorsing products that don't align with their claimed values. Excessive advertising and promotions on social media can lead to customer fatigue and a reduced response to marketing efforts. Social media can amplify negative trends or boycotts against FMCG brands, making it challenging to manage damage control. The global nature of social media means that supply chain disruptions or product recalls can become international news quickly, potentially affecting a brand's image and sales. Social media users often have short attention spans, making it challenging to convey complex or detailed product information effectively.

Besides, social media can be a marketplace for counterfeit FMCG products, which can damage the reputation of legitimate brands and pose safety risks to consumers. Many users employ ad-blocking software, reducing the reach and effectiveness of paid advertising on social media. FMCG brands need to navigate various regulations and guidelines related to advertising, product claims, and endorsements on social media. Changes in social media algorithms can impact the reach and visibility of FMCG brands, potentially reducing the effectiveness of marketing efforts. To mitigate these negative impacts, FMCG brands need to adopt a proactive approach to social media management. This includes closely monitoring social media channels, responding to customer feedback and concerns, addressing issues promptly, and maintaining transparency and authenticity in their online presence. Building a positive and trustworthy online brand image is essential to counter the potential negative consequences of social media in the FMCG industry.

### 4. Methodology

Combining various methodologies can provide a robust analysis of the role of social media in FMCG retail in Vietnam.

**Literature Review:** Begin with an extensive review of existing literature to identify social media's definition and the FMCG retail in Vietnam, the development of FMCG market in Vietnam through periods.

**Data Collection:** Utilize online analytics tools and data mining techniques to gather quantitative data from social media platforms and trusted website; Collect data on user interactions with FMCG retail brands, sentiment analysis, and trends specific to the Vietnamese market.

**Data Analysis:** Analyze sales trends, revenue growth, and correlations with social media activities; Assess the impact of social media campaigns on sales figures.

**Comparative Analysis:** Comparing the change in the revenue, market size and number of FMCG companies in Vietnam.

**Recommendations:** Provide recommendations for FMCG retailers based on quantitative insights.

This combined quantitative research approach leverages multiple methodologies to provide analysis of social media's role in the FMCG retail sector in Vietnam. It allows for a thorough exploration of consumer behavior, online interactions, and the impact on sales, offering valuable insights for both researchers and FMCG retailers operating in Vietnam.

## 5. Conclusion

*Social media plays a significant role in the Fast-Moving Consumer Goods (FMCG) retail industry, offering both opportunities and challenges for businesses. FMCG products are those that are sold quickly and at relatively low cost, including items like food, beverages, toiletries, and household products. Social media platforms provide FMCG retailers with a powerful tool to create brand awareness and exposure. They can share product updates, promotions, and engaging content to reach a wide audience. Effective use of social media can help brands become more recognizable and memorable, leading to increased sales and expanding the market. The significance of social media in the Vietnamese FMCG retail sector is underscored by the findings of the Vietnam E-commerce Association's E-Business Index 2023. In 2022, there are about 76.95 million social media users and 62.6% of Vietnamese consumers consider social networks as a means of finding information about brands and products. Social media is not just a communication tool; it is a cornerstone of success for FMCG retailers in Vietnam, driving growth and innovation in an ever-evolving market. A substantial 65% of surveyed enterprises have embraced the practice of conducting business on social networks, with an impressive 59% of them actively employing advertising strategies across these platforms. These statistics gleaned from nearly 7,000 eligible survey responses underscore the pervasive and transformative role of social media in shaping the contemporary landscape of FMCG retail in Vietnam. In conclusion; the role of social media in the Fast-Moving Consumer Goods (FMCG) industry is undeniably significant and multifaceted. Social media has transformed the way FMCG brands engage with consumers, market their products, and gather insights. In today's digital age, the effective use of social media is not just a choice but a necessity for FMCG brands looking to thrive in a competitive marketplace. By understanding and harnessing the power of social media, FMCG brands can create lasting connections with consumers, drive sales, and adapt to changing consumer preferences effectively.*

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