

The Tết 2026 Brand Growth Playbook

Connecting with Tết Shoppers
in a Cautious Economy





Executive Summary



The Tết 2026 Brand Growth Playbook provides a comprehensive guide for brands and agencies to strategically engage consumers during Vietnam's most significant cultural and commercial period. Leveraging data-driven insights, this playbook highlights evolving consumer behaviors, media consumption trends, and category-specific opportunities to maximize reach, engagement, and conversion.

Contents:

Consumer & Market Outlook

Digital Battlegrounds

Tết Shopping Journey

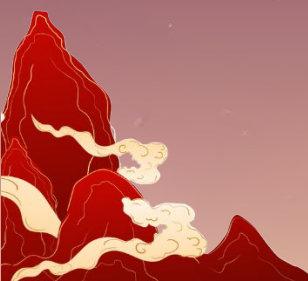
Personas + Context + AI

Brand Success Stories





Consumer & Market Outlook





A Shift Towards Value and Selective Premium

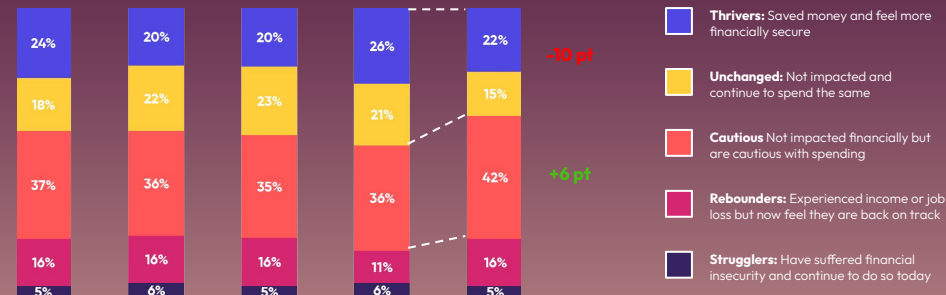
Economic Pressures

New US tariffs creating market uncertainty
(20% standard, 40% on transshipments)

Cultural Priority

Despite 18% decline in financial sentiment, Tết remains sacred "must-splurge" occasion

VN consumers - The Economic Divide in Q1, 2025 (%)



Takeaway: Vietnamese families adapt spending strategies, not spending commitments. The opportunity belongs to brands that understand this evolution.

63% consumer **felt better** about their financial position in Q1'25, **down** from **67%** last quarter.

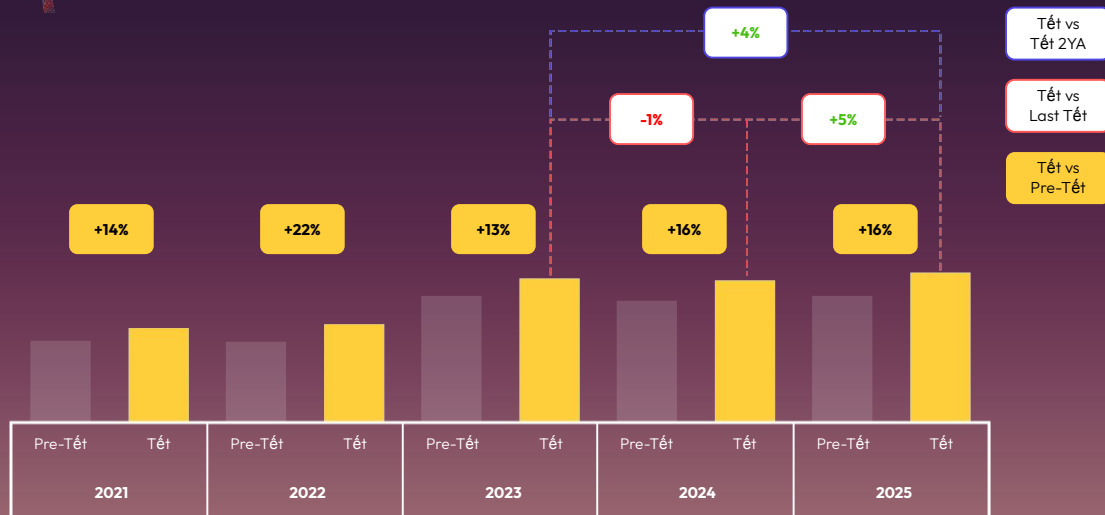
Food & Grocery remains a **top 3** financial burden across quarters.

18% consumers felt **less secure** about their financial situation, **Up** from **13%** last quarter.

19% consumers felt **less secure** about Grocery expenses, **Up** from **14%** last quarter.

Reliably Consistent Every Year

VN in.SR-FMCG-Value Sales & Growth in 3 Têts



VN in.SR - FMCG-Value % contribution of Tết in MAT



(Source: Nielsen IQ)



Tết spending is forecast to reach **VND 3.85 quadrillion** by 2026, marking a 7.2% increase.

(Source: Voice of Vietnam)



Retail sales were estimated to be \$22.6 billion in January 2025, with approximately **US\$52.5 billion** of that amount attributed to Tết over an eight-week period.

(Source: Marketing-interactive)

Sentiment shift: Old vs New

Despite economic challenges, Vietnamese families maintain their Tết spending priorities. For Tết 2026, consumer behavior continues to evolve based on recent trends.

Spending intentions for 2026:



Intend to spend on necessities.



Focus shifts toward practical items and health products.

(Source: Statista, Kantar Worldpanel Nielsen IQ)

	Old Tết (Tradition)	New Tết (Emerging Trends)
Core Attitude	Family reunion, elaborate celebrations	Stress-free, authentic small joys, pragmatism
Spending Pattern	Splurging on grand feasts, home upgrades	63% necessities, 52% new clothes, 48% health products
Budget Strategy	Large, single spending event	Multiple, pragmatic reallocations
Emotional Tone	Nostalgia, duty, “coming home”	“Looking forward to Tết”, boredom, optimism, desire for freshness
Challenges	Pressure of tradition, economic uncertainty	Budget consciousness, preference for simplicity

(Source: Viet Nam News)

The Key Decision Makers

Gender

Male

49%



Female

51%



Age Range

36 – 50 yrs

40%

26 – 35 yrs

39%

Household Income

39%

Class A
(15M+ VND)

58%

Class B
(7.5M-15M VND)

3%

Class C
(4.5M-7.5M VND)

Core Insight: Decisions are shared - women, men, and youth all shape the final basket. Gifting and brand picks now reflect multi-generational influence and rising male participation.

However, tailored strategies are needed to various types of shopper behavior.

What types of consumers typically shop during Tet?



Tourism is primarily driven by HCM, while remaining limited in HN

48% in HCM

Ranked as top 2 consumers groups



Prioritize in-store strategies to capture the moment of visitors.

Only 16% in HN



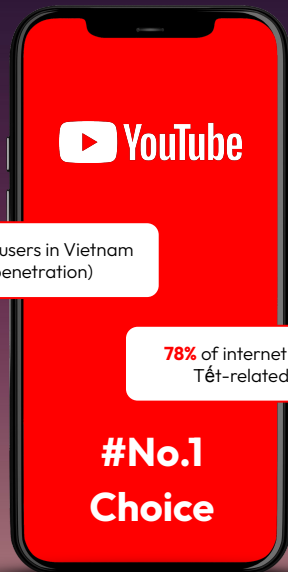
Prioritize to deepen the long term connection to loyal shoppers.

(Source: Nielsen IQ)

Digital Battlegrounds

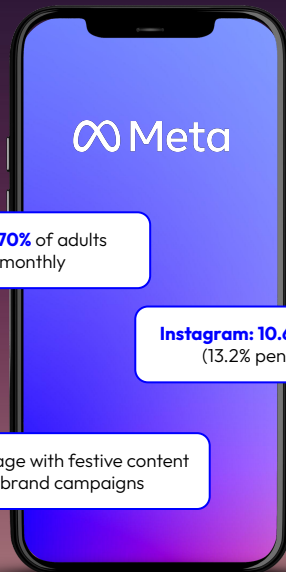


Key Digital Channels & Reach



62.3 million users in Vietnam
(61.5% penetration)

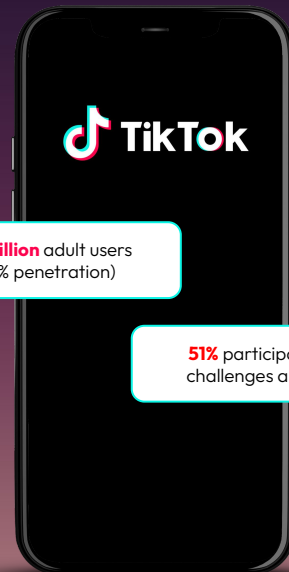
78% of internet users view
Tết-related videos



Facebook: 70% of adults
active monthly

Instagram: 10.6 million users
(13.2% penetration)

60% engage with festive content
and brand campaigns



40.9 million adult users
(55.6% penetration)

51% participate in Tết
challenges and trends

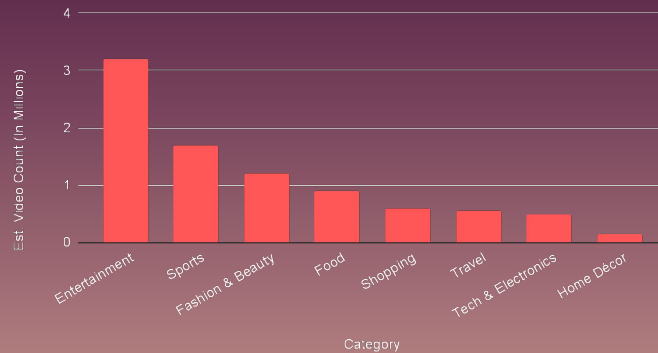
Generational Trends: Gen Z & Millennials skew to TikTok and YouTube; Gen X & Boomers rely more on Facebook and YouTube.

Tết on YouTube is a National Phenomenon

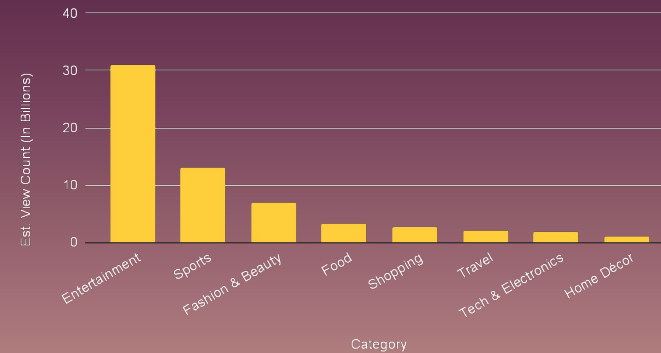
Estimated Video & View Counts by Category (Vietnam)

During Tết, YouTube becomes the go-to destination for inspiration and entertainment, with 78% of internet users watching Tết-related content.

Estimated Video Counts by Category



Estimated View Counts by Category



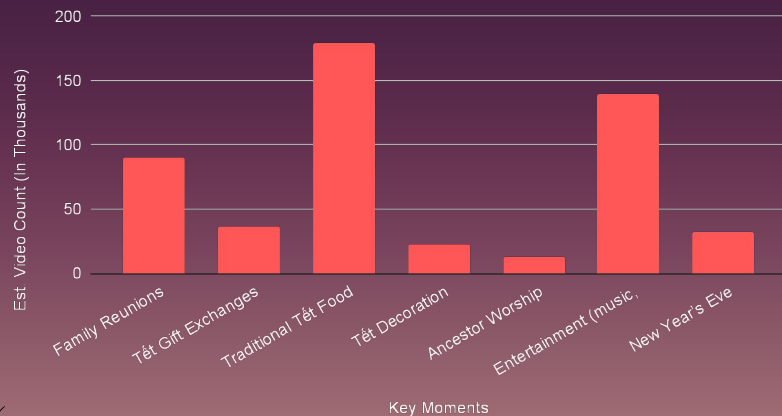
(Source: Silverpush)

Insight for Brands: Brands must align contextually during Tết to stand out amidst the vast, continuous digital content, largely dominated by entertainment, sports, and fashion.

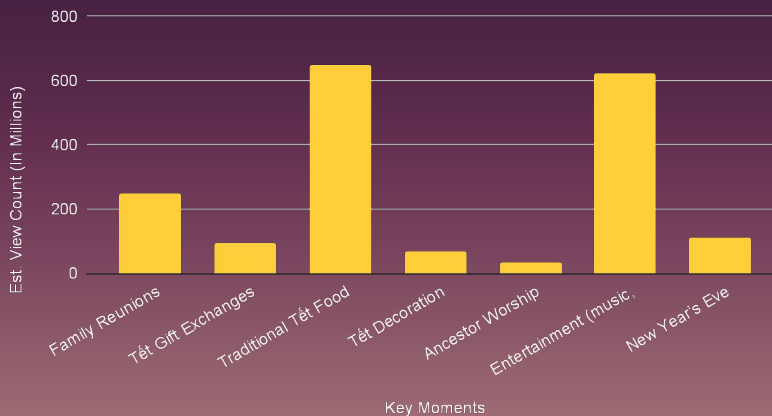
YouTube Content Consumption at Scale

Estimated Video & View Counts by Key Moments (Vietnam)

Estimated Video Counts by Key Moments



Estimated View Counts by Key Moments



Insight for Brands: Massive Tét-related video consumption spans family, food, entertainment, and gifting, making it a powerful moment for contextual advertising and branded content integration.

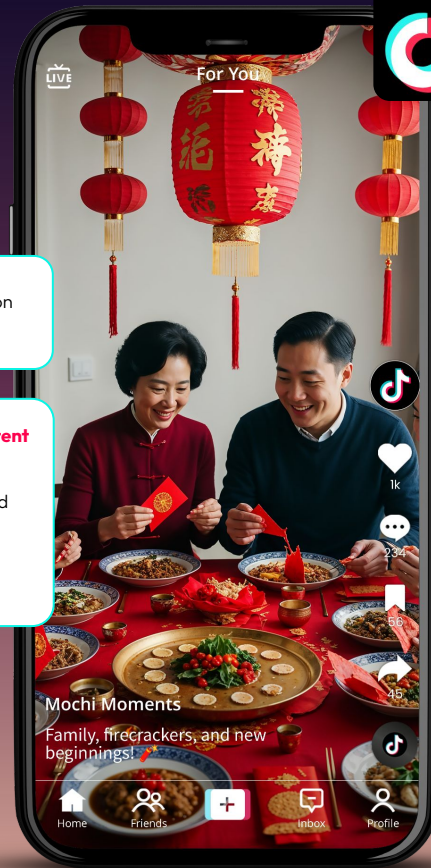
TikTok and Tết Trends Fuel Short-form Shopping Moments

Brands can capitalize on trending Tết content to connect with younger audiences, spark social engagement, and increase visibility ahead of peak shopping moments.

40.9 million people on
TikTok during Tết

Top Tết-Related Content Themes

- Shopping for Tết food
- Home decoration
- Home cleaning



Popular Tết Hashtags Driving Engagement

#Tết
#Tếtvietnam
#aodai
#quanaohcm
#damxoe
#damdep
#doTết
#shopquanao
#meoww
#macgibaygio



Meta Powers Early Tết Planning

Shoppers are turning to Meta for their early Tết planning, seeking inspiration for gifts, festive food, and fashion. With activity peaking 2 to 4 weeks before Tết, brands can influence consumer choices and remain top of mind through culturally relevant content.



76.2 million users by early 2025, encompassing over 70% of Vietnamese adults.

Peak shopping occurs **2-4 weeks before Tết**

Consumers shop early for products like **food, clothing, and gifts**.



Popular Tết Shopping Categories

- Gifting
- Clothing
- Lucky money
- Confectionery
- Perishable food



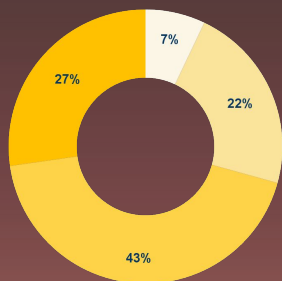
How Shopping Journey Shapes Strategy

A Consumer and Retailer Perspective



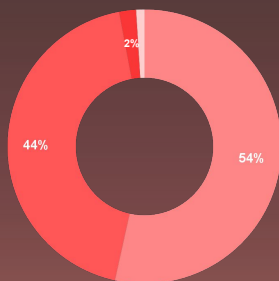
When do shoppers buy and retailers stock for Tet?

How long before Tet 2025 did you start **shopping**?



- 1 week or less
- 2 - 3 weeks
- 1 month
- 1 month or more

How long before Tet 2025 did you start **stocking up**?



- 1 month or less
- 1-2 months
- 3-4 months
- Others

66% of Hanoi retailers began stocking earlier (1-2 months before Tet).

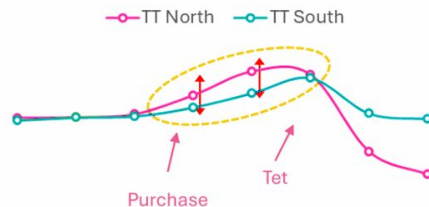
Meanwhile, **54%** of HCM retailers did so later (1 month or less).

A 1-2-month lead time aligns with consumer preparation cycles

TT HN's early stock-up driven by bulk-buying, and TT HCM's later timing influenced by deal-seeking behavior.



Beer



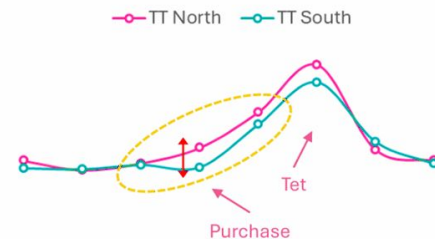
Aug 24 Sep 24 Oct 24 Nov 24 Dec 24 Jan 25 Feb 25 Mar 25

53% Hanoi retailers reported strong **bulk buying demand** for gifting or stock-ups

Early preparation drives **retailers' stock-up in advance**, aligning with stronger consumption demand.



Soft Drink (CAN)



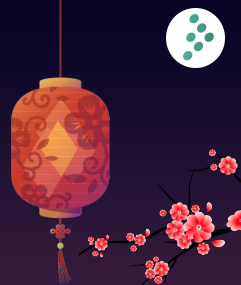
Aug 24 Sep 24 Oct 24 Nov 24 Dec 24 Jan 25 Feb 25 Mar 25

41% HCM retailers noted that consumers delay purchases, **waiting for better deals**.

Weak early demand may **delay retailers' stock-up decision**.

The 3-Week Shopping Window

Consumers shop for Tết in distinct phases, making multiple trips. Marketers should align strategies with each phase:



3+ Weeks Out

Phase 1: Planning & Inspiration

Consumer Mindset

Research and discovery mode

Key Channels

YouTube, Google Search, social feeds, planning apps

Brand Opportunity

Content marketing, tutorials, early bird offers

Intensity Level

High planning activity, low purchase urgency

1-2 Weeks Out

Comparison & Evaluation

Price sensitivity peaks, alternatives evaluation

E-commerce platforms, review sites, price comparison

Product information, comparisons, trial offers

High research activity, moderate purchase intent

2-3 Days Out

Urgent Purchasing

Convenience priority, last-minute needs fulfillment

Quick commerce, modern trade, express delivery

Fast delivery, availability, impulse triggers

High purchase urgency, low price sensitivity

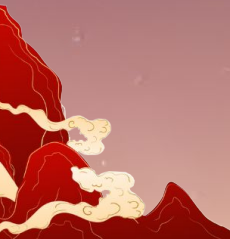
Capitalizing on the Last-Minute Peak

As Tết approaches, demand for fresh groceries and overlooked items spikes. Brands can capitalize on this "frenzy" with timely "last chance" fresh delivery offers. Agile marketing, such as flash sales and real-time promotions, can sway undecided shoppers.



Old Tết, New Rules

Personas + Context + AI



Stop Wasting Time With Generic Strategies



Outdated, one-size-fits-all strategies fail as audiences diversify, traditional themes are less relevant for younger consumers.



Intense campaign competition creates clutter and consumer fatigue.



Repetitive tropes cause ad blindness and short attention spans.



Digital adaptation is challenging; old TV-centric concepts, like banner ads, lack the interactivity and personalization demanded by online audiences.

Past learnings show that relevance, context, interactivity, and integrated creative are more effective than high ad volume alone.

(Source: Mobile Marketing Magazine)



47%

actively skip ads

43%

Vietnamese find Tết
ads annoying

Start with Contextual Personas for Tết 2026



The Pragmatic Celebrant (25%)

Mindset

Quality over quantity -
meaningful Tết with budget
consciousness

Shopping Behavior

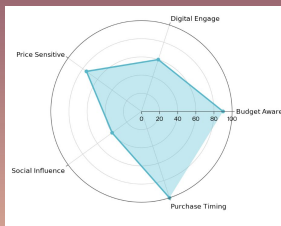
Plans early, compares prices,
selective premium purchases

Digital Activity

Reviews and research,
educational content
consumption

Brand Engagement

Values authenticity,
sustainability, practical benefits



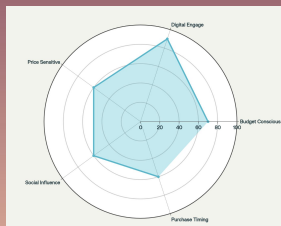
The Digital Traditionalist (22%)

Blends tradition with tech. Relies
on digital channels for
convenience and research.

Online research, omnichannel
purchasing, AI
recommendations

YouTube tutorials, AI-powered
shopping assistance

Innovation that respects
tradition



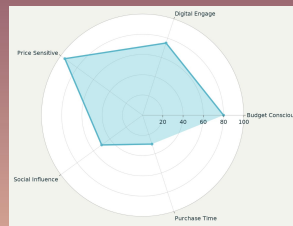
The Value Hunter (28%)

Maximizes value for every Tết
spend, motivated by deals,
promotions, and loyalty points.

Waits for promotions, bulk
purchases, price comparison

Deal-hunting apps, loyalty
programs, cashback platforms

Responds to promotions, loyalty
rewards, clear ROI



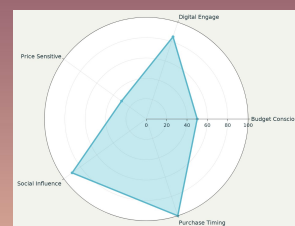
The Experience Curator (15%)

Tết is about creating
memorable, shareable
moments, Instagram-worthy,
visually appealing, and unique.

Invests in unique items,
experiential purchases

Instagram/TikTok inspiration,
unboxing videos, live streaming

Aesthetic appeal, limited
editions, exclusivity



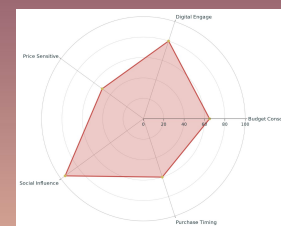
The Connected Gifter (10%)

Tết is social currency, driven by
sharing, validation, and
recommendations from
peers/KOLs.

KOL influenced, shares
purchases socially

Social sharing, group buying,
influencer content

Peer recommendations, social
proof, viral potential



Use Silverpush's Winning Strategy

Personas + Context

Targeting Strategy or Tactic

Sets the framework for achieving campaign objectives. It defines the approach we take and how we take it —such as competitor conquesting, contextual personas, or targeting premium content.

Sub Tactic Cues

Refine the chosen persona by aligning it with relevant contextual triggers, such as budget alerts, cultural moments, deal urgency, or social activations that strongly resonate with each Tết audience.

Precise Cues

We derive targeting keywords from persona triggers, which are then used to fetch relevant Tết content on YouTube, hashtags on TikTok, and behaviors on Meta for contextual precision.

The Digital Traditionalist
Examples

Tactics Include

- **Cooking & Family Content**
- Shopping & Gifting
- Festive & Lifestyle
- Fashion & Beauty
- Influencers & Brands

Cooking & Family Content
Examples

Sub Tactic Cues Include

- **Digital Recipe Guides**
- Comparison & Reviews
- Smart Kitchen Tips
- Tutorials & How-Tos
- Family Traditional Dishes

Digital Recipe Guides
Examples

Precise Cues Include

- Gourmet Guide
- Tết Treats
- Bánhchưng Recipe
- Bánhtét Recipe
- Tết-Traditional Recipes



With AI-Powered Tech Stack

Awareness



Reach Tết shoppers during high-intent moments, such as cooking show viewing or competitor Tết TV ads.

Interest



Ignite desire with Tết-themed interactive video ads, like 'Spin the Lucky Wheel' or AI-powered conversations for personalized Tết routines.

Desire



Engage shoppers via location triggered personalised ads near supermarkets, traditional markets, or shopping centers during peak Tết shopping (Dec 15 - Jan 25).

Action



Engage Tết shoppers with human-like dialogues, answering queries, and providing easy-buy links for last-minute gifts, traditional recipes, or decoration ideas within the conversation.



Winning Tết: Brand Success Stories





How Brands Can Lead Tết 2026

Be Agile

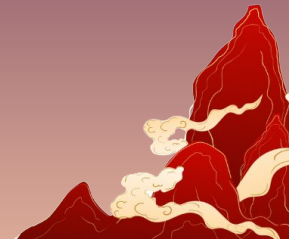
React to real-time Tết conversations, triggers, and micro-moments throughout the 8-week peak period.

Be Contextual

Activate highly relevant messages by tapping into what, when, and why people watch, search, shop, and share Tết content.

Be Human-like in Conversation

Use AI assistants, conversational ad formats, and interactive creative to deliver personal, authentic Tết connections at scale.



Coke Tết 2025 Campaign Achieves 1.6x VTR, Wins YouTube Works Award

Objective

Drive brand preference for Coca-Cola during Tet by delivering engaging video campaigns that tap into festive moments. Use contextual targeting to place ads within relevant content and reach the most receptive audiences during their key celebrations.

Contextual Strategy

- Maximize Coke's resonance during Tết by activating campaigns around family gatherings, festive celebrations, and cultural milestones.
- Target trending Vietnamese behaviors: Gen Z celebrations, meal occasions, and refreshment sharing during work breaks.
- Tailor creative and messaging with real-time keyword, sentiment, and regional insights, aligning with Tết traditions and local preferences.

1st Runner Up of Best of Festive

2nd Runner Up of Multiformat Storytelling



Results

82.36%

VTR 1.6x the benchmark

5.2M+

Users Reached

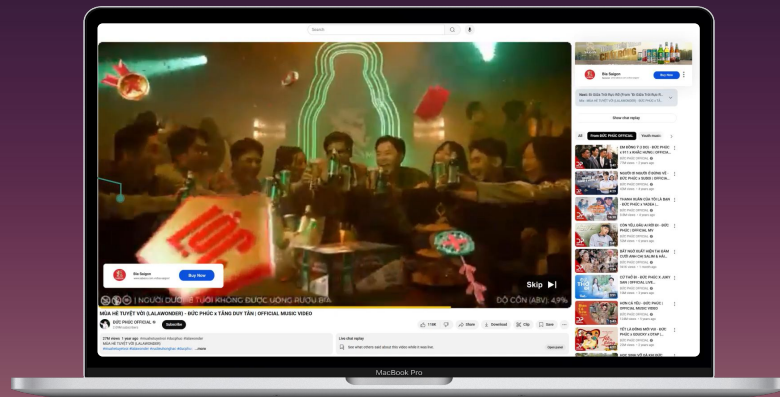
Beer Brand Drives 1.4x Higher VTR with Silverpush Mirrors

Objective

Enhance brand awareness for the beer brand during Tết by delivering engaging video ads on YouTube. Utilize Mirror's contextual targeting to place ads within relevant content, reaching the target audience effectively.

Contextual Strategy

- Strategically deliver advertisements during key Tết moments, such as family interactions and festive gatherings.
- Increase relevance, credibility, and excitement by incorporating popular KOLs, traditional Tết foods, festive decorations, and expressive Tết gestures.
- Target views during new year celebrations, family reunions, and party/drinking moments.



Results

48.6%

VTR 1.4x the benchmark

5.4M+

Users Reached

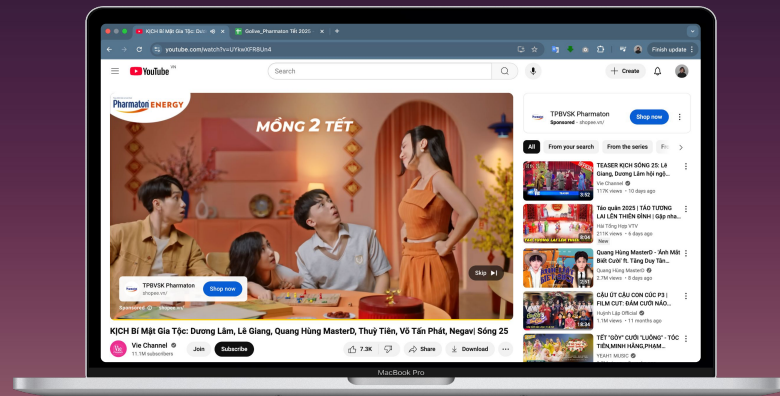
Supplement Brand Achieves 2.6x Higher CTR with Mirrors

Objective

Drive awareness and consideration among health pursuers & working parents through Mirrors contextual targeting, delivering compelling video ads focused on health-conscious and Tết-related content on Facebook & YouTube.

Contextual Strategy

- Deliver advertisements during key Tết moments, aligning with pre-Tết cleaning and post-Tết work mindsets.
- Increase relevance and engagement by leveraging influencer-driven video content and culturally appealing creatives like "Home Cleaning" and "Back to Work."
- Target views during new year celebrations, family reunions, and post-Tết transitions, focusing on health-conscious and working parent demographics.



Results

1.02%
CTR 2.6x the benchmark

2.1M+
Users Reached

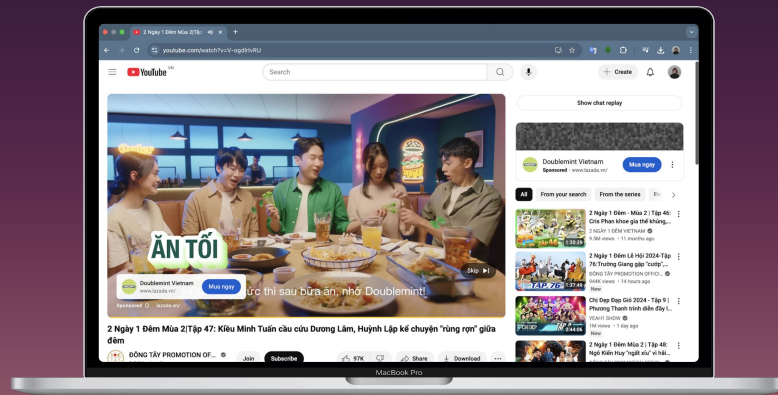
Chewing Gum Brand Achieves 1.6x Higher VTR with Mirrors YouTube

Objective

Maximize brand presence during Vietnam's peak celebration season by positioning it as the fresh companion for Tết festivities, reaching celebration-focused audiences when they're most receptive to refreshment messaging.

Contextual Strategy

- Strategically activate ads during high-energy Tết moments when families gather, celebrate, and share experiences together.
- Target specific Vietnamese celebration behaviors - Family Reunion, New Year's Eve, Tết gift-giving, and Traditional Tết meal preparations.
- Ensure Doublemint appears alongside content that complements refreshment needs during festivities.



Results

56.8%

VTR 1.6x the benchmark

4.5M+

Users Reached

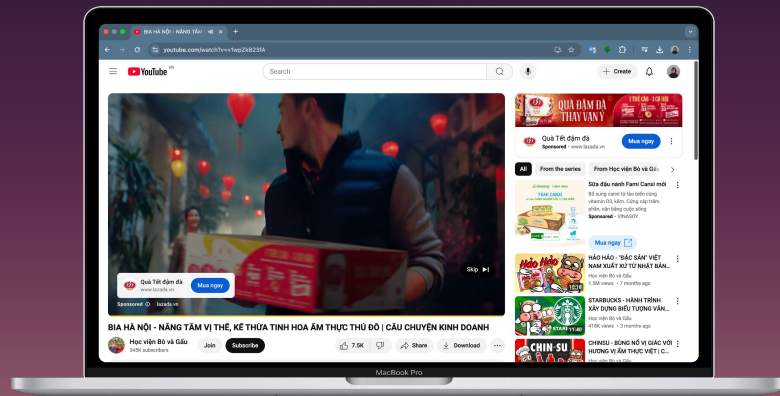
Beer Brand Drives 1.6x Higher VTR with Contextual YouTube Targeting

Objective

Establish the brand as a premium beer choice for Vietnamese men during Tết celebrations, capturing share of voice in competitive alcohol markets across Northern and North Central regions during peak celebration moments.

Contextual Strategy

- Focus advertising during Party/Drinking contexts where beer consumption naturally peaks during Tết festivities.
- Target Family Reunion and Tết Gift Exchange moments to position 333 Regular as the celebratory choice for traditional gatherings.
- Align with high-quality entertainment content that resonates with target demographics during festive viewing.



Results

46.4%

VTR 1.6x the benchmark

2.9M+

Users Reached



Ride Hailing Company Achieves **19.8%** **Higher VTR** with Mirrors Facebook

Objective

Drive awareness and behavior change around responsible transportation during Vietnam's high-risk party season by targeting audiences with safety-focused messaging at the most contextually relevant moments.

Contextual Strategy

- Target party-goers during peak celebration moments when transportation decisions matter most.
- Utilize Hot Destination context to reach audiences arriving at or leaving entertainment venues.
- Engage office workers during after-work social situations.



Results

69.8%

VTR 19.8% higher than benchmark

147K+

Users Reached



The **Silverpush** Advantage



Proven APAC
execution; Vietnam
cultural tuning



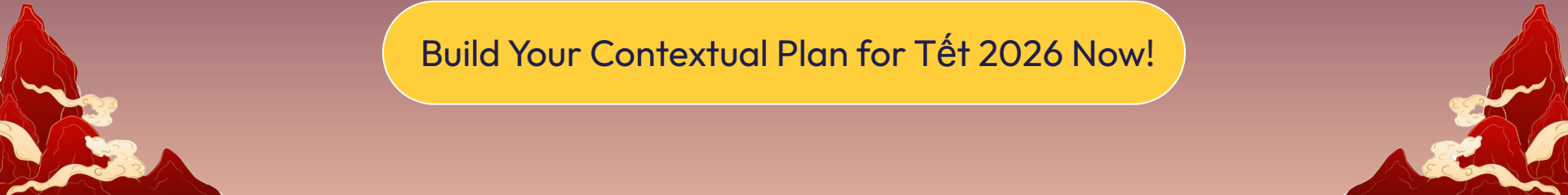
Only-at-scale
contextual delivery
on YouTube, Meta,
TikTok & Web



End-to-end
partnership: planning,
execution tech,
analytics & reporting



Scales to millions of
micro-moments
during Tết peak



Build Your Contextual Plan for Tết 2026 Now!

About Silverpush

Silverpush is a contextual intelligence company that combines context and AI to help brands connect, learn, and get the best performance out of YouTube, streaming, CTV, and online video campaigns.

Global Footprint

300+
Employees

30+
Countries

500+
Brands

30+
Awards

10+
Years

