



SHOPPING TRENDS IN THE 2024 MID-AUTUMN FESTIVAL

Researched by CI Research

August | 2024

MỤC LỤC

1. Introduction:

2. Findings:

- Popular Mid-Autumn Items
- Shopping Motivations
- Key Factors in Purchasing Decisions
- Popular Places to Buy Mid-Autumn Items
- Time of Mid-Autumn Purchases
- Spending on Mid-Autumn Shopping

3. Summary of research findings





1. INTRODUCTION



OVERVIEW

- The Mid-Autumn Festival is an important traditional festival, imbued with cultural identity and vibrant colors of the Vietnamese people. Known as the Children's Festival, in addition, the Mid-Autumn Festival is also known as the Reunion Festival, which is an opportunity for families to reunite, share joy and love. Therefore, this is an opportunity that people all over the country look forward to, have high spiritual value with special activities with relatives and friends such as watching the lion dance, releasing lotus flowers, and carrying the Mid-Autumn lantern,...
- As the country's big festive atmosphere is gradually spreading, the commodity market has also become vibrant with the demand for shopping for family and friends increasing. The diversity of shopping needs of Vietnamese people always changes from year to year, and the upcoming Mid-Autumn Festival 2024 is no exception. To capture this year's shopping trends, CI Research wants to find out which items will be popular and the outstanding needs of Vietnamese people in this Mid-Autumn shopping season.



RESEARCH OBJECTIVES & METHOD

- **Research objectives:**
 - ✓ Learn about Mid-Autumn shopping habits and trends in 2024
 - ✓ The items are expected to attract Vietnamese consumers in the 2024 Mid-Autumn Festival.
- **Research period:** 31 July, 2024 – 09 August, 2024
- **Research method:** Quantitative research in the form of Mobile Panel.
- **Sample :** N = 300
- **Respondents:**
 - ✓ Male, Female
 - ✓ Region: Ho Chi Minh City, Hanoi and major cities.
 - ✓ Age: 18 - 55
 - ✓ There is a demand for shopping in the 2024 Mid-Autumn Festival



2. RESEARCH FINDINGS

POPULAR MID-AUTUMN ITEMS IN 2024

Mooncakes and lanterns are two items that always attract customers, showing that Vietnamese people always prioritize traditional items that have been typical for many generations when in the Mid-Autumn Festival.



85%

Mooncake



50%

Lantern



33%

Decorations



29%

Fruit



23%

Children toy



23%

Clothes



2%

Pia cake



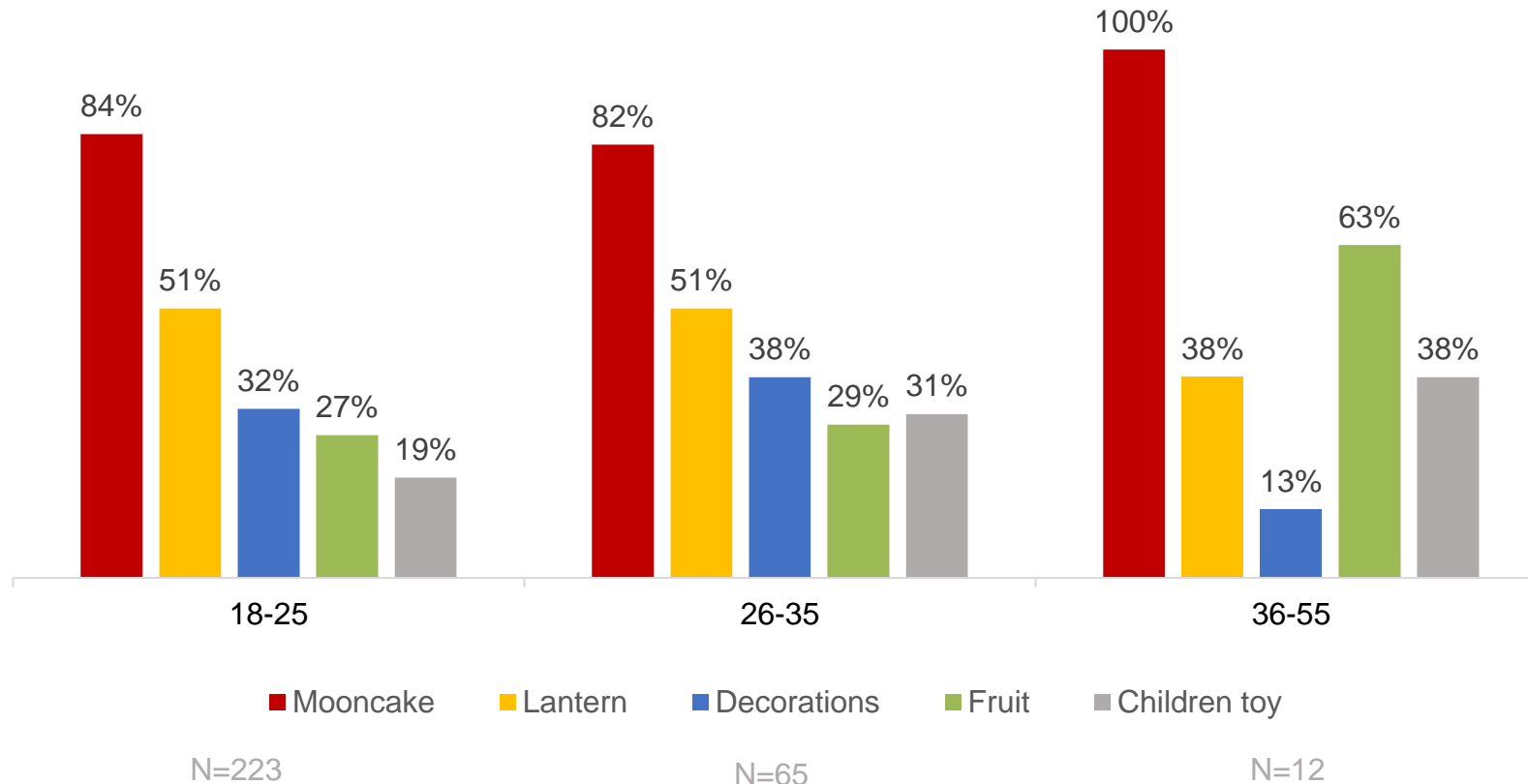
2%

Jelly

N=300

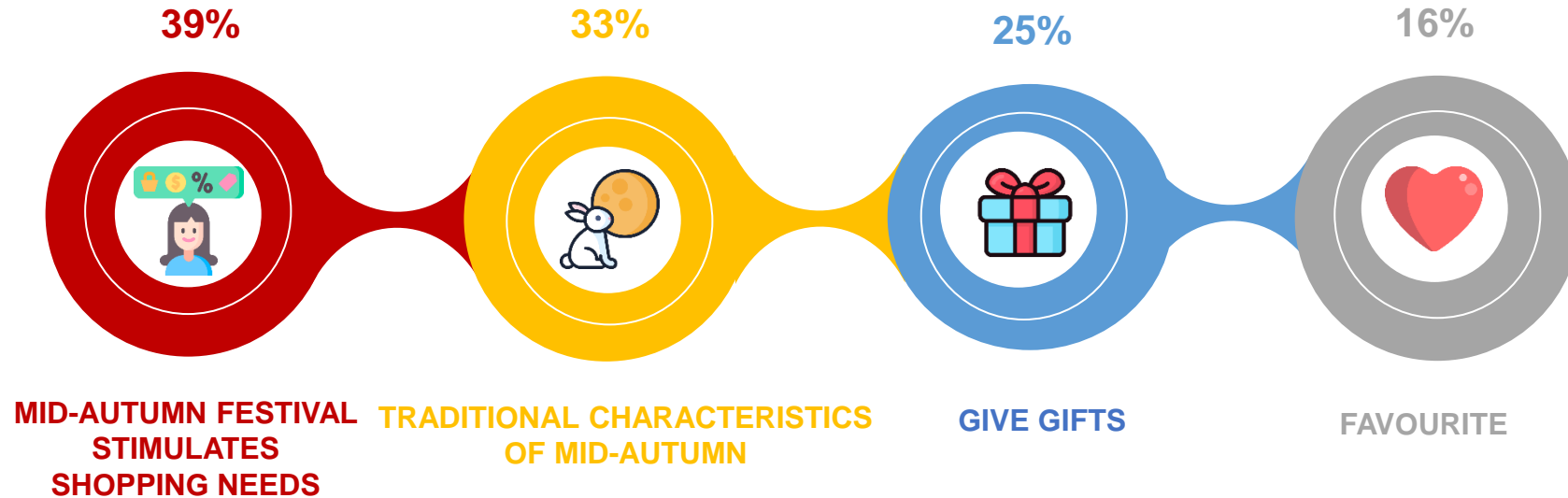
TOP MOST POPULAR ITEMS IN EACH AGE GROUP

In addition to the priority for mooncakes and lanterns, with other items, there are differences between age groups. While the 18-25 & 26-35 group is interested in Mid-Autumn decorations, the older age group prefers fruit items to display the Full Moon offering tray. At the same time, children's toys tend to appeal to the age group of 26 and older because this is the age at which they may have children.



SHOPPING MOTIVATIONS

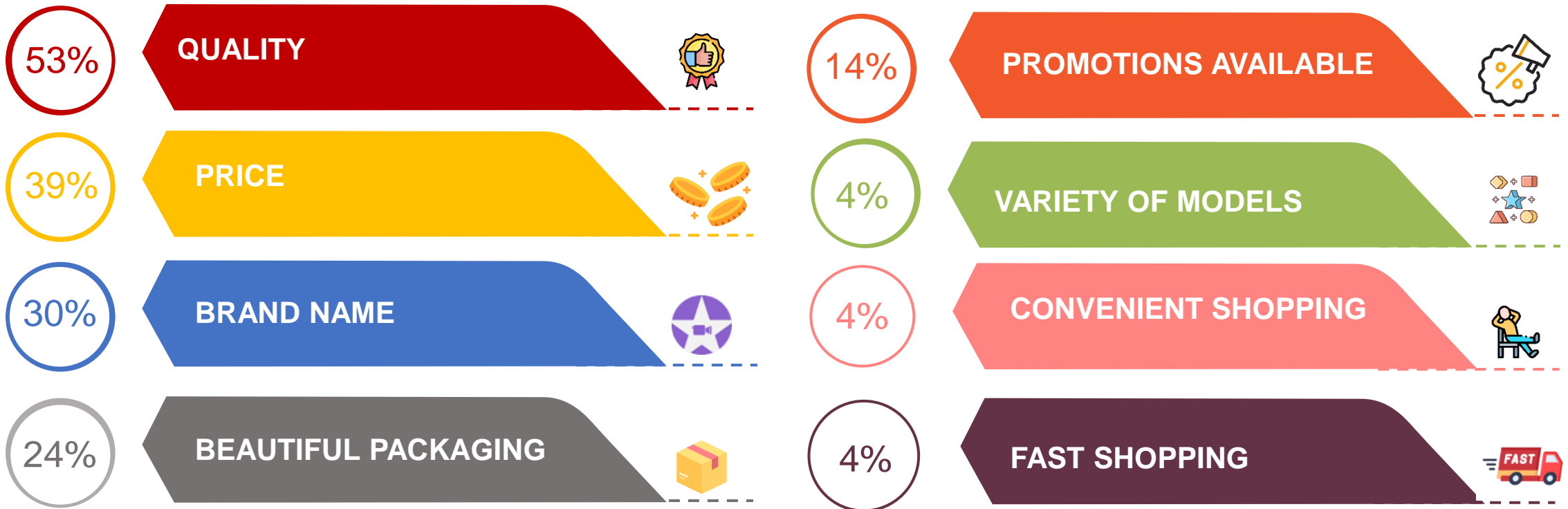
Mid-Autumn Festival is an occasion to stimulate shopping demand and is also a traditional feature of the year, with high spiritual value and a highly anticipated event of the year. Therefore, the Mid-Autumn Festival is the main shopping driver.



N=300

KEY FACTORS IN PURCHASING DECISIONS

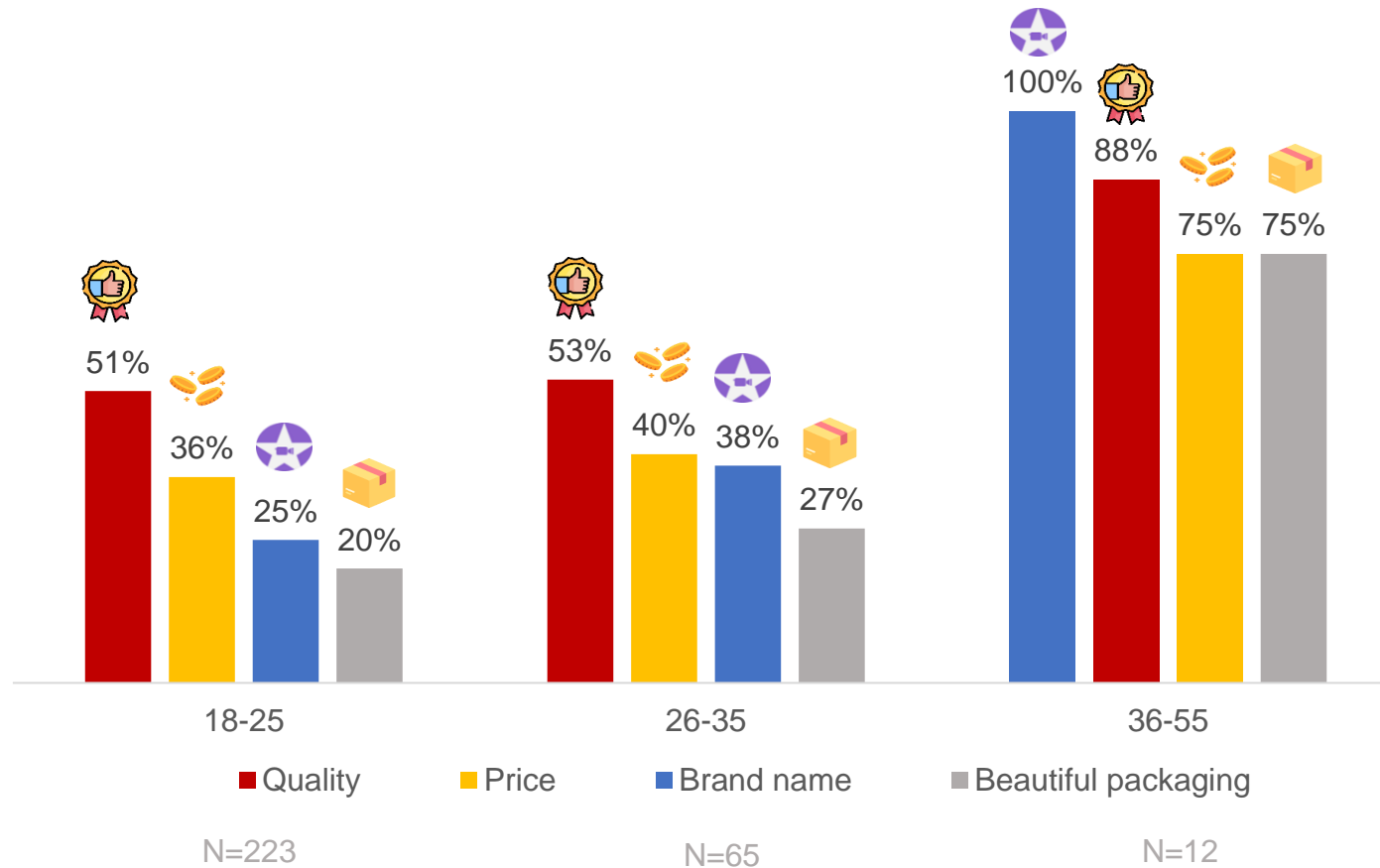
Vietnamese consumers tend to be more interested in the quality of the products they use, so this factor is the most prioritized with 53%, surpassing the price factor of 39% and the brand factor of 30%.



N=300

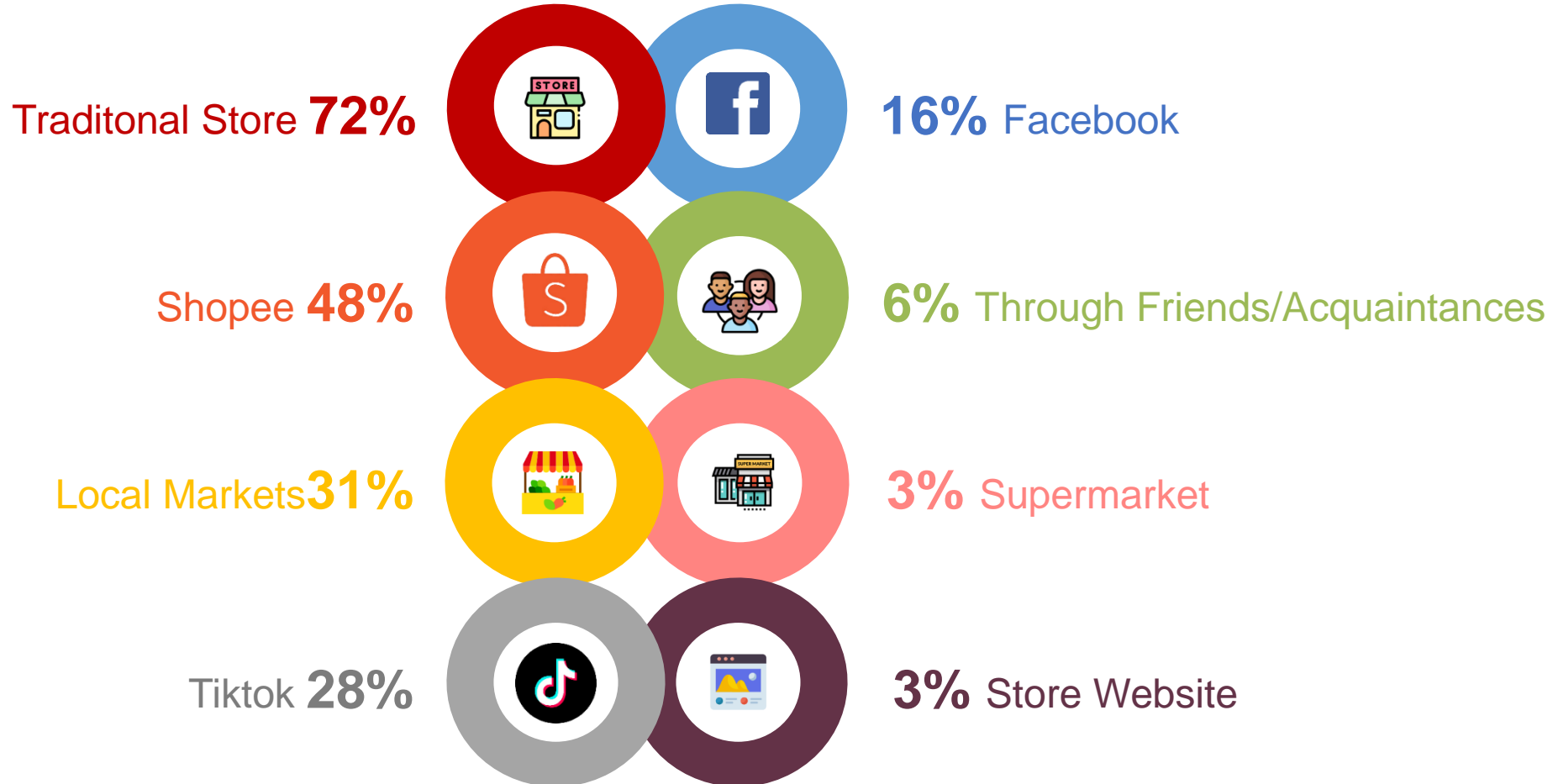
TOP MOST IMPORTANT FACTORS WHEN PURCHASING FOR EACH AGE GROUP

The 36-55 age group has a difference in shopping requirements compared to the other 2 groups when the brand name factor is their top priority. This is explained by the fact that with stable economic conditions, they are willing to pay more for branded items with worthy quality.



POPULAR PLACES TO BUY MID-AUTUMN ITEMS

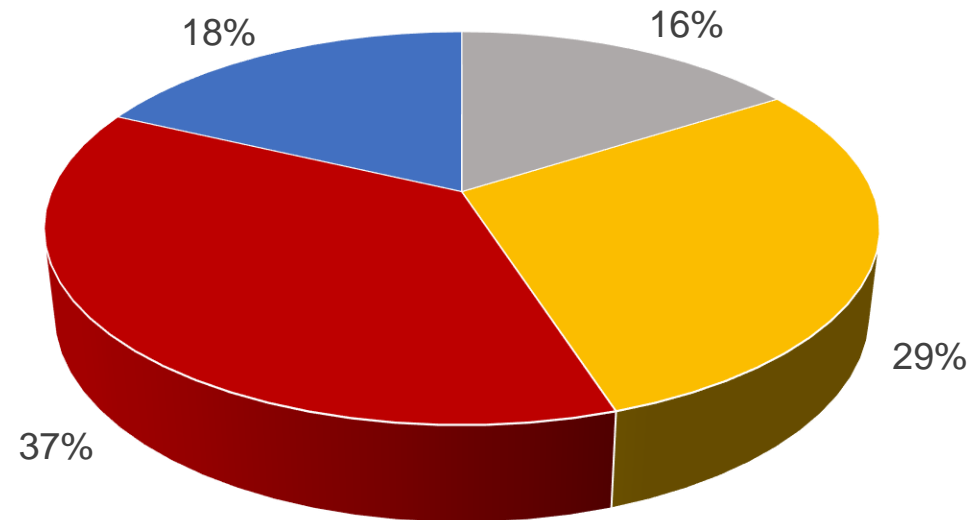
The trend of e-commerce is increasingly covering and being popular with sales platforms such as Shopee and Tiktok. However, traditional stores are still the selling point of choice for many Vietnamese consumers when shopping for Mid-Autumn Festival items.



N=300

TIME OF MID-AUTUMN PURCHASES

The majority of consumers tend to shop in 1-2 weeks before the Mid-Autumn Festival

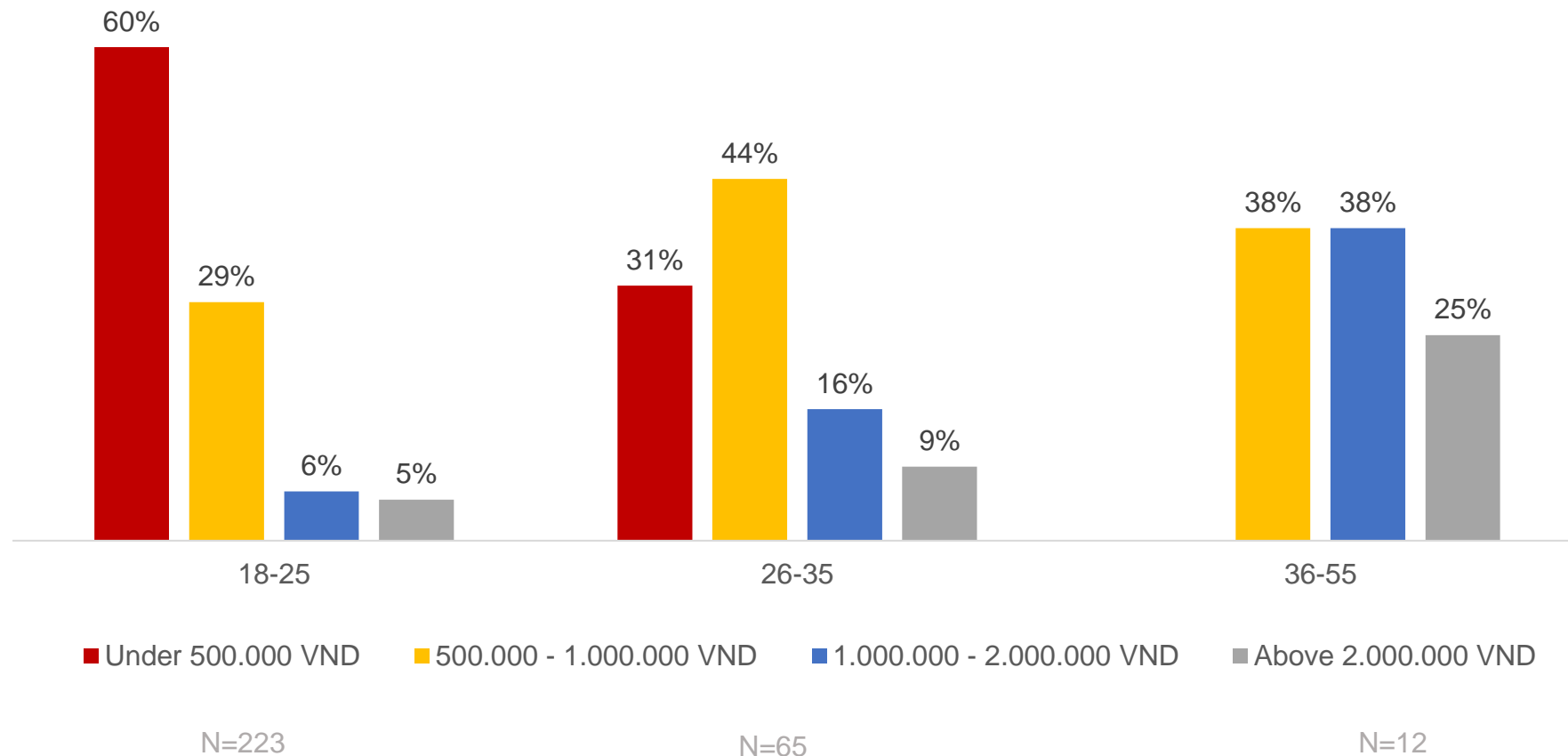


- Before Mid-Autumn Festival 1 month
- Before Mid-Autumn Festival 2 weeks
- Before Mid-Autumn Festival 1 week
- In the week of Mid-Autumn Festival

N=300

SPENDING ON MID-AUTUMN SHOPPING

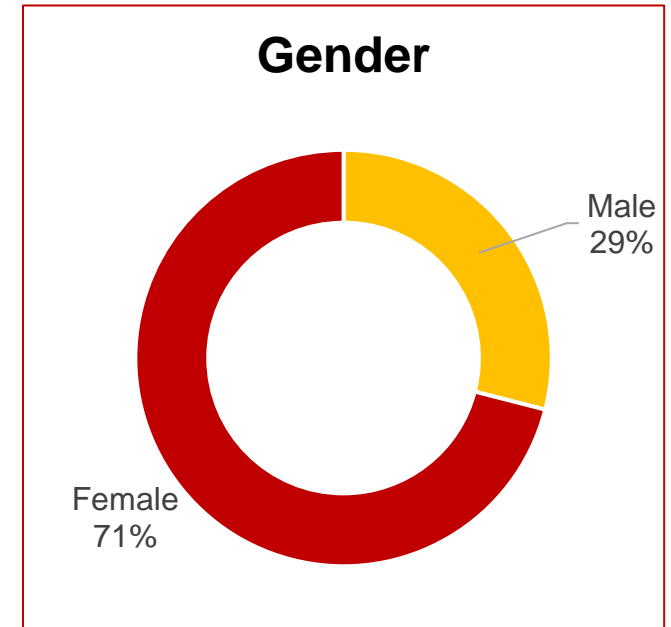
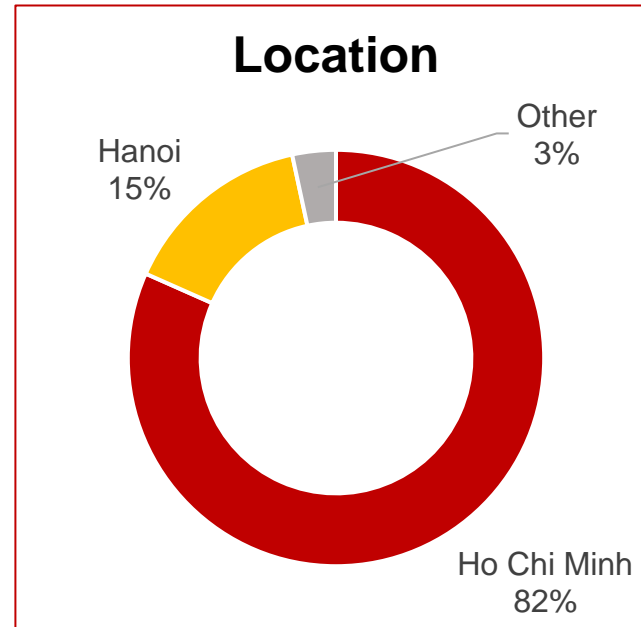
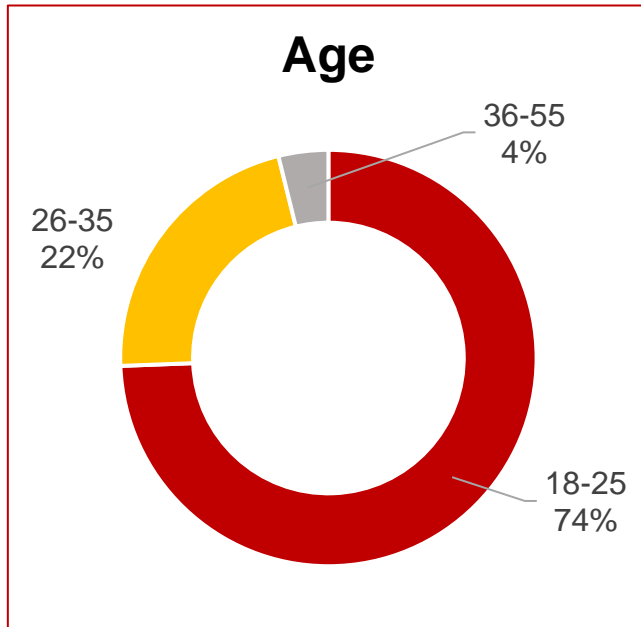
There is a marked difference in Mid-Autumn shopping spending between age groups. This can be explained by their income level and role in the family. Younger age groups spend less due to limited income and less responsibility, while older age groups have higher incomes and are often the main decision-makers of household spending, leading to a higher spending trend.





3. RESPONDENT INFORMATION

RESPONDENT INFORMATION



N=300



4. SUMMARY OF RESEARCH FINDINGS



SUMMARY OF RESEARCH FINDINGS

POPULAR MID-AUTUMN ITEMS IN 2024

Items such as mooncakes and lanterns always attract the most customers, besides fruits and decorations are also of great interest.

KEY FACTORS IN PURCHASING DECISIONS

Vietnamese consumers today tend to put the quality of goods first, followed by price, brand and packaging. Besides, promotions are still a factor of interest but not a priority.

TIMES OF MID-AUTUMN PURCHASES

The period 1-2 weeks before the Mid-Autumn Festival is the time when consumers are ready to shop to prepare for the Mid-Autumn Festival



SHOPPING MOTIVATIONS

Mid-Autumn Festival creates shopping motivation for consumers because this is a major holiday with many traditional and entertainment activities, thereby stimulating the demand for shopping to participate in those activities.

POPULAR PLACES TO BUY MID-AUTUMN ITEMS

With the development and coverage of e-commerce platforms, traditional stores are still the most popular place for consumers when shopping for the Mid-Autumn Festival.

SPENDING ON MID-AUTUMN SHOPPING

There is a big difference in Mid-Autumn shopping spending between age groups due to the disparity in income and the role of household spending responsibilities.



THANK YOU SO MUCH

Address: D&D Tower, Floor 2nd
458 Nguyen Thi Minh Khai St, Ward 2, Dist. 3, HCMC, Viet Nam.

Tel: + 84904 333670

Email: info@ciresearch.com.vn

Website: www.ciresearch.com.vn

Main email: ct.huynh@ciresearch.com.vn