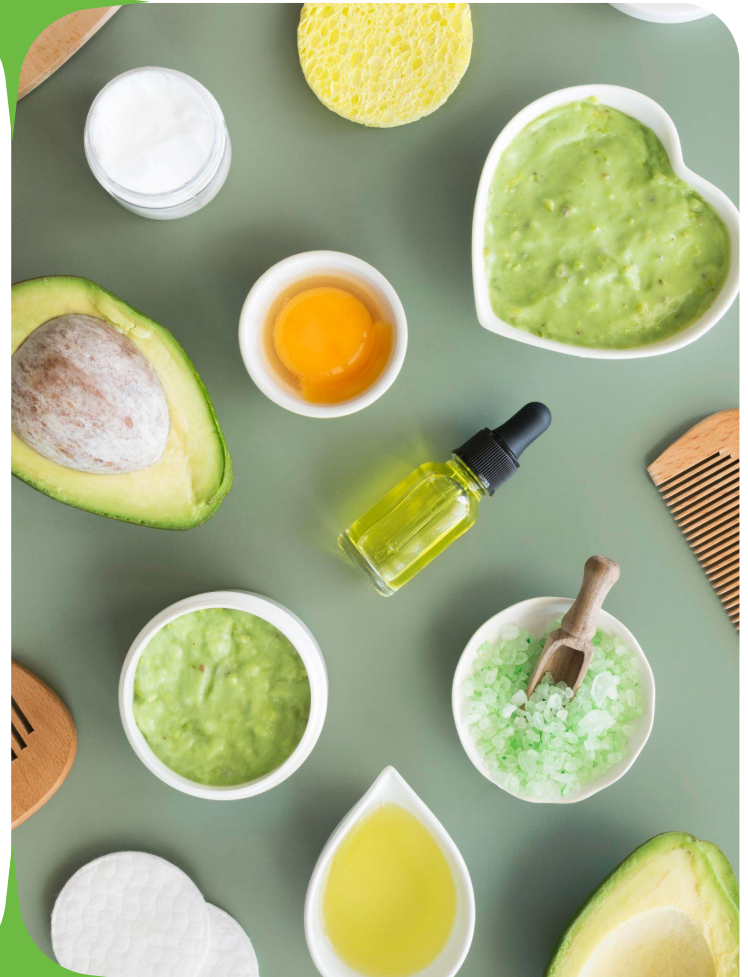




Cosmetics Market Insight in Vietnam E-commerce 2024 - How to win





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01

MARKET OVERVIEW

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Sales Situation of the Beauty Industry Market in 2023

An overview of the beauty industry in 2023 on 5 e-commerce platforms in Vietnam shows that the total industry revenue is 37.7 trillion dong, with sales reaching 341 million products, a growth of over 50% compared to 2022. There are about 137,000 enterprises operating in this sector.

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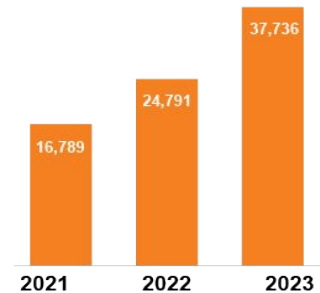
Revenue on 5 e-commerce platforms

37,7 trillion VND

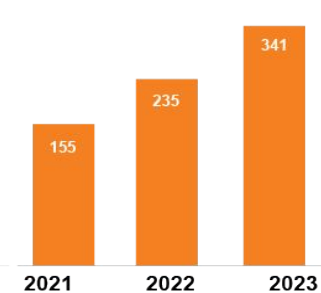
Products were sold on 5 e-commerce platforms

37,7 trillion VND

Revenue on 5 e-commerce platforms (Billion VND)



Products sold on 5 e-commerce platforms (Million products)



Number of Shops selling on 5 e-commerce platforms

137,000 Shops

Revenue growth in 2022

+52,2%

Market potential of Vietnam's Beauty industry

According to statistics from the General Statistics Office of Vietnam, Vietnam is currently in the golden period of population structure, with females accounting for 50.1% of the total population of 100.3 million people. Among them, the age group from 15 to 59 years old will account for 62.2% in 2023. In a developing country such as Vietnam, the demand for beauty products always holds a significant share. This is evident in 2023 even though Vietnam's economy is facing many difficulties due to the global economic downturn.

According to a report by Statista, the revenue of the cosmetics industry in Vietnam is expected to reach USD 2.66 billion in 2024, with e-commerce channels accounting for 20.2% and increasing to 24% by 2027. However, given the actual pace of development, this percentage may be higher due to the growth of livestream activities and multi-channel sales. The percentage of women using beauty products will increase from 76% to 86% from 2018 to 2022, and is expected to continue to increase in the coming years.

Based on the analyzed data above, it is clear that the cosmetics market in Vietnam for e-commerce channels has a huge growth potential in the coming years. However, the growth rate may be slower compared to 2022 and 2023 due to the macroeconomic difficulties affecting the income of the population, which may partly affect the spending on beauty products. Nevertheless, we still predict and believe that the sales growth rate of the cosmetics industry through e-commerce channels will remain in the range of 20-30% over the next 5 years.

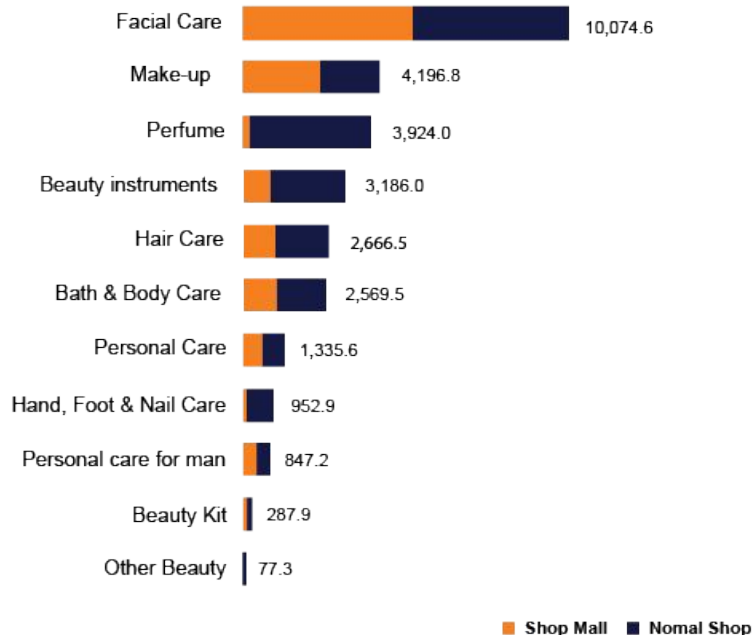
Product segmentation

In terms of market segmentation, the skincare and makeup product categories account for nearly 50% of the market share, indicating that Vietnamese consumers are particularly concerned with maintaining and enhancing facial beauty.

Perfumes also have a significant market share, ranking third, showing interest in fragrance and personal style.

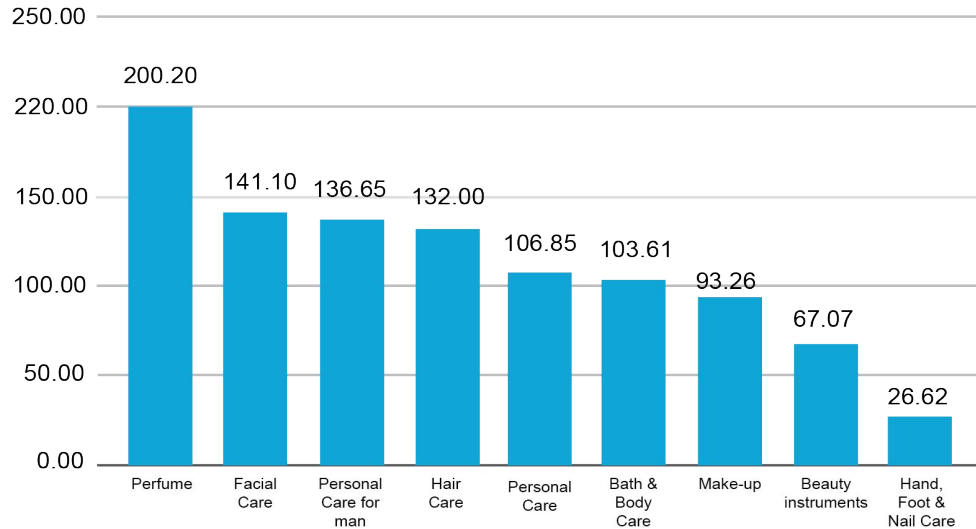
Beauty tools, hair care, and body care products also have significant sales, demonstrating a diversified interest in maintaining and enhancing overall body beauty.

Sales of beauty product groups on 5 online retail platforms (VND billion)



*Data are compiled on 4 platforms: Shopee, Lazada, Tiki, Sendo

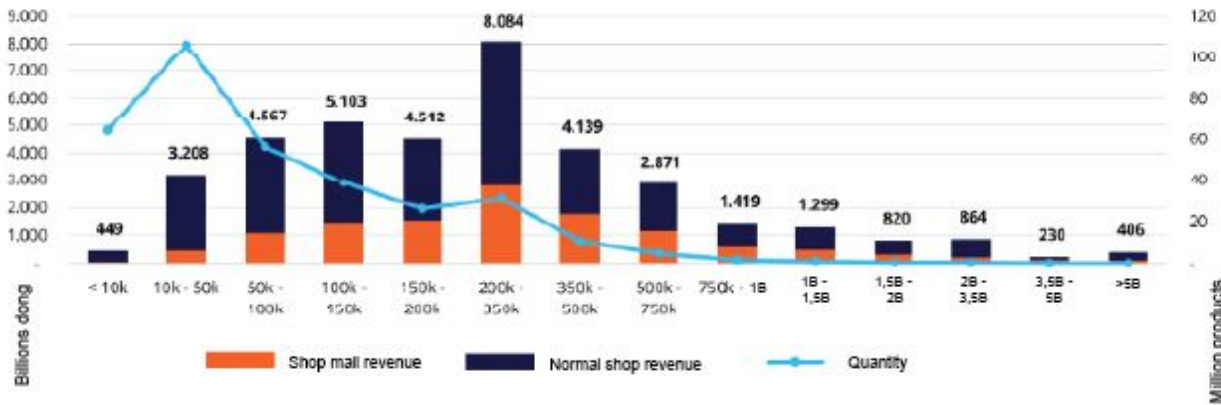
Product segmentation



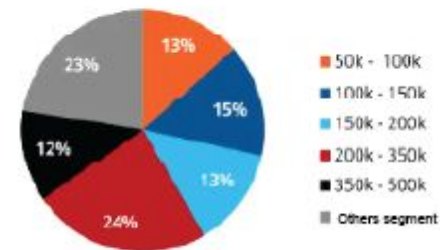
In terms of average sales value per product, fragrances currently have the highest value compared to other products. In addition, product categories such as face care, men's grooming, and hair care also have relatively good average sales values. Based on this data, these product categories are promising areas for manufacturers and retailers to focus on in order to achieve good business results in the coming years.

Price segmentation

Revenue and sales volume of the beauty industry in 2023 by price segment (Billion VND - Million products)



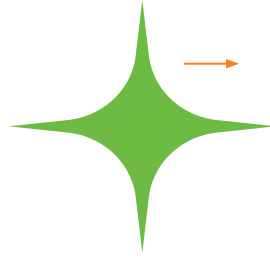
Revenue market share by price segment



The most successful price segments in terms of revenue and sales volume in the beauty industry are in the ranges of 100,000 VND to 150,000 VND and 200,000 VND to 350,000 VND. For Shop Mall, products priced between 350,000 VND to 500,000 VND, 750,000 VND and 3,500,000 VND to 5,000,000 VND generate the highest revenue for the industry. This indicates that online sellers are becoming more professional, with effective business strategies to optimize and increase product prices online.

The average price that consumers will pay for a beauty product in 2023 is 110,000 VND per product.

Vietnam Cosmetics Market Trends



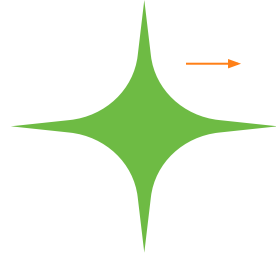
1. Rising demand for organic and natural products

Consumers in Vietnam are increasingly preferring organic and natural skin care products that are safe for the skin and environmentally friendly. This demand is growing due to the development of skin problems such as allergies, sensitivity and premature aging, with people believing that natural products are a better choice than traditional cosmetics. This trend is creating new opportunities for companies in the sector. Brands that specialize in organic and natural skin care products, such as Cocoon, L'Oreal Paris Botanicals, and The Ordinary, are gaining popularity in the market.

2. The rise of local brands

Local brands are thriving because of their deep understanding of the market and consumer needs, coupled with Vietnam's natural resource advantages. This synergy enables them to create locally tailored products that appeal to consumers by offering safe, natural and effective solutions. As a result, local brands are expanding their market presence and effectively challenging international competitors.

Vietnam Cosmetics Market Trends



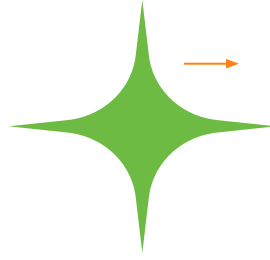
3. Influence of KOLs and social networks:

The influence of key opinion leaders (KOLs) and social media on the cosmetics industry in Vietnam is becoming increasingly evident and powerful. The widespread popularity and wide reach of social media platforms such as Facebook, Instagram, and TikTok have created favorable conditions for KOLs to connect and interact with millions of consumers. This presents a significant opportunity for cosmetics brands to reach a large consumer base and increase brand awareness. In addition, consumers increasingly trust the opinions and reviews of KOLs when purchasing cosmetic products. The direct and genuine interaction of KOLs makes consumers feel closer and more confident in the recommended products. Therefore, the influence of KOLs has become a critical factor in consumers' purchasing decisions.

Collaboration between cosmetics brands and KOLs is becoming more common to leverage the viral effect and increase brand awareness. KOLs not only help cosmetics brands reach a large potential customer base, but also help brands build and strengthen relationships with consumers through interaction and sharing of product experiences on social media platforms.



Vietnam Cosmetics Market Trends



4. Personalization

The trend of personalization in the cosmetics industry continues to develop and meet the demands of Vietnamese consumers. Customers want to own personalized skin care and beauty products that are tailored to their individual needs and preferences. To address this, cosmetics brands need to provide personalized services, such as advising on products suitable for specific skin types and customer needs. In addition, allowing customers to create their own customized products is also an essential part of this trend. Personalization enhances the customer experience, builds brand loyalty, and creates a closer relationship between customers and beauty brands.

5. Online shopping

The trend of online shopping in the cosmetics industry in Vietnam is steadily increasing, especially amidst the COVID-19 pandemic. Vietnamese consumers prefer online shopping for its convenience, diverse choices, price comparisons, and search for deals. This presents an opportunity for cosmetics brands to develop their online sales channels to reach potential customers and increase sales. Furthermore, the higher level of personalization in the online shopping experience helps build brand loyalty. The competitive nature of the online market requires brands to implement digital marketing strategies and enhance customer experience to attract and retain consumers.

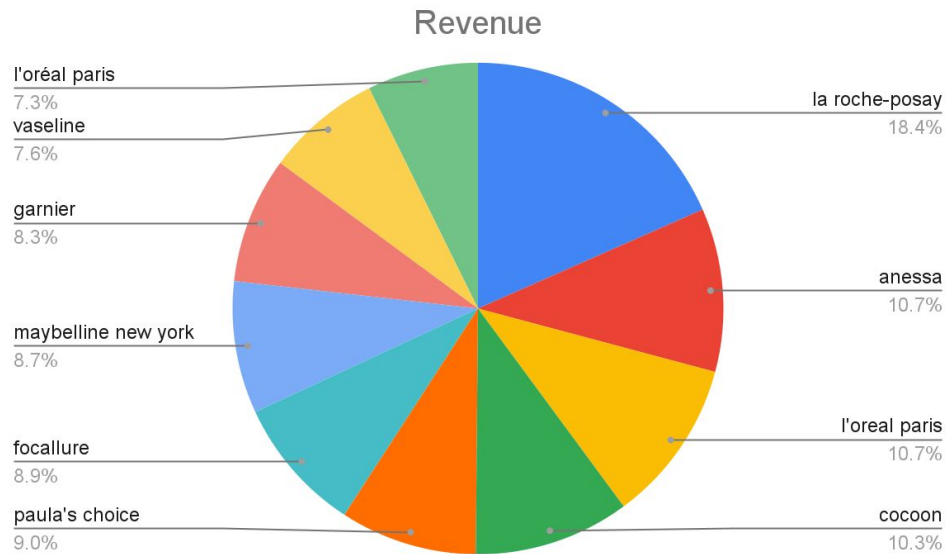


02

KEY PLAYERS OVERVIEW

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← Key Players Overview →



8.3%

Revenue top 10 brands compared with total sales of Beauty industry

90%

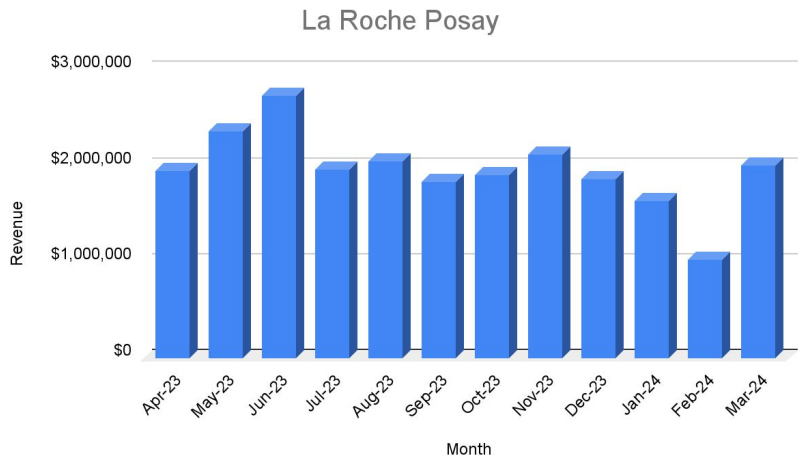
Vietnamese cosmetics businesses are distribution agents of foreign brands.

500,000 VND

The price segment under 500,000 VND accounts for 80% of the sales market share of the cosmetics industry. 35% of sales from products 200k - 500K VND

← Key Players Overview

→ Note: 1 USD= 24,957 VND



Facial care accounts for 78% of La Roche's total sales. The highest sales are in June, August and May. This is the peak summer season in Vietnam.



La Roche-Posay Sunscreen oil control has the highest sales with more than 222k units sold in the last 365 days, growing 9% over the same period.



"La Roche-Posay Cicaplast Baume B5+ Soothing & Restoring Cream 100ml" is the highest growing product at 1698% with more than 29k units sold in the last 365 days.

Positioning: High-end cosmetic pharmaceuticals, associated with experts

← Key Players Overview →

DIGITAL TACTICS



- 1 Lấy tracking link từ ứng dụng Beauty House
- 2 Chia sẻ link trên các trang mạng xã hội của bạn



- 3 Khách hàng bấm vào link và mua hàng
- 4 Đơn hàng giao thành công và nhận hoa hồng

- Increase the frequency of livestreams. Collaborate with brand experts or influencers to guide shoppers through the buying process.
- Premiumization with brand positioning focus on oily skin products by PR articles.
- Affiliate marketing by app “Beauty House”.

LA ROCHE POSAY
LABORATOIRE DERMATOLOGIQUE

PRODUCT

Lowest price: **416.000đ** Current: **496.000đ** Highest price: **535.000đ**



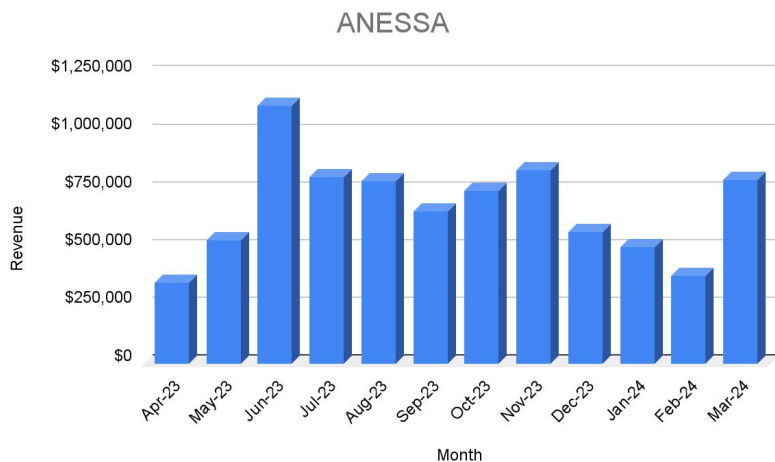
[La Roche-Posay Sunscreen oil control](#)

- Flash sale by day, promotion via e-commerce campaign day (3.3/4.4/5.5), live stream hot deals to increase the sale from new customers for expanding market shares.
- Give away new or related products for customers to experience to increase Average Order Value (AOV).

← Key Players Overview →



Note: 1 USD= 24,957 VND



Facial care accounts for 95% of Anessa's total sales. The highest sales are in June, March and November. One of the top brands in the high-end segment with prices over 500,000 VND.

ANESSA OFFICIAL STORE



Anessa Perfect UV Sunscreen Mild Milk 60ml

has the highest sales with more than 117k units sold in the last 365 days, growing 16% over the same period.

ANESSA OFFICIAL STORE



Anessa sunscreen set nourishes skin and controls oil

is the highest growing product at 1464% with more than 484 units sold in the last 365 days.

Sunscreen with an oil control function contributes nearly 70% of Anessa's sales. Build a moisturizing function to diversify the product portfolio.

← Key Players Overview →



DIGITAL TACTICS



PRODUCT

Lowest price: 350.000g Current: 575.000g Highest price: 575.000g



Anessa Perfect UV Sunscreen Mild Milk 60ml

- **Brand collaboration.** Using brand ambassadors, collaborating with actress Ninh Duong Lan Ngoc.

- **Increase reach with short videos with 80% of content on fan page.** Focus more on KOLs and KOCs than doctors and pharmacists. For example: Ninh Duong Lan Ngoc, Thao Nhi Le, Hannah Olala, Le Ha Truc, Chloe Nguyen, etc.

- Flash sale by day, promotion via e-commerce campaign day (3.3/4.4/5.5) and live streaming. The highest discount is at the beginning of summer in Vietnam (May - July), discounts can be up to 40%.

- Give away new or related products for customers to experience to increase Average Order Value (AOV).

← Key Players Overview →



Natural cosmetics trends seen from Cocoon - The only Vietnamese brand in the top 10 top-selling items in 2023 with market share of 10.3%



[pomelo hair tonic](#) has the highest sales with more than 285k units sold in the last 365 days, growing 35% over the same period.



Record in August 2023, reaching 1 million bottles of Cocoon squash makeup remover sold.



Top best seller of Leading cosmetic distribution systems such as Hasaki, Guardian, Matsukiyo, BeautyBox, Sociolla

Vietnam is a country with a long-standing Buddhist style and about 10% of the population is vegan, so when beauty issues become increasingly necessary, vegan cosmetics are a trend chosen by many people. Cocoon, conquering customers is a clear direction: 100% vegan, not tested on animals; made from Vietnamese plants; effective and kind to skin and hair.

← Key Players Overview →



Brand Strategy - Community oriented



Cocoon includes echeverias in each package to encourage consumers to love nature more and gradually form the habit of taking care of plants.



A hand-in-hand campaign for the rescue of stray dogs and cats. For each limited edition product sold, Cocoon will donate 10,000 VND to Animals Asia's fund to carry out this campaign.



Campaign to donate food and medicine to dog and cat rescue stations



For a greener, cleaner, more beautiful world



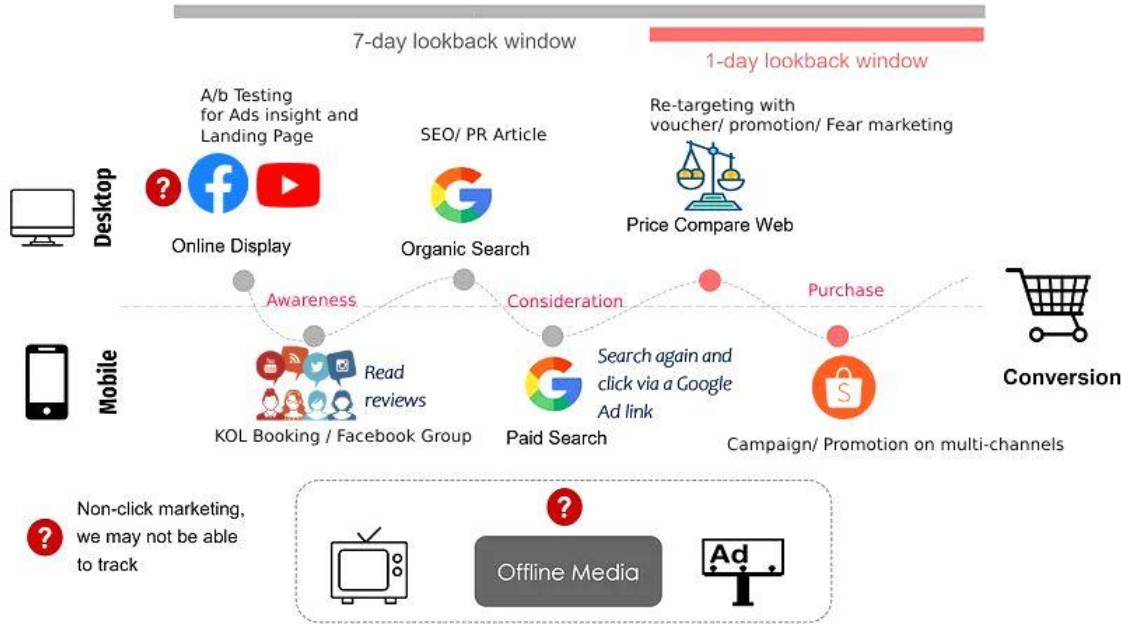
Exchange old bottles and receive new products

The brand identity is typically Vietnamese, from the image of a girl wearing a conical hat, and uses Vietnamese agricultural products as ingredients for products. Careful packaging design of art paper, no plastic. All create a harmony in CoCoon's brand strategy - 100% natural.

Cocoon's social media is one of the most interactive cosmetic brands with many activities related to animals, especially dogs and cats.

← Key Players Overview →

How key players build their marketing funnel?



The customer journey begins with their **discovery/awareness** of the brand and solutions. The marketing and advertising initiatives pique their interest, prompting them to compare the brand to competitors on aspects such as **cost, reviews, and discounts, or they may turn to personal references**. Finally, they complete their purchase and become brand advocates.

All of these touchpoints have their own KPIs, and the customer journey is tracked based on the look-back window and the platform's algorithm. From this diagram, major brands know how to determine the strategies and creativity needed to ensure the highest conversion rate.

Ads that try to persuade people to think differently about product benefits are less effective as audiences gradually become cynical about marketers' claims. Moreover, in today's landscape, where the OEM industry is rapidly expanding, many brands offer similar products with identical ingredients and quality, the product benefits advertising seems to lead to a price war.

But cultural branding is different. **Iconic brands nowadays perform advertising that people love to join with via social media.** Brands like Cocoon and Anessa foster a brand culture by targeting specific customer segments, who in turn become advocates, spreading the brand's message virally to broader audiences. Mass audiences who are drawn to this aspiration will gradually learn more about the brand and become the next advocates.

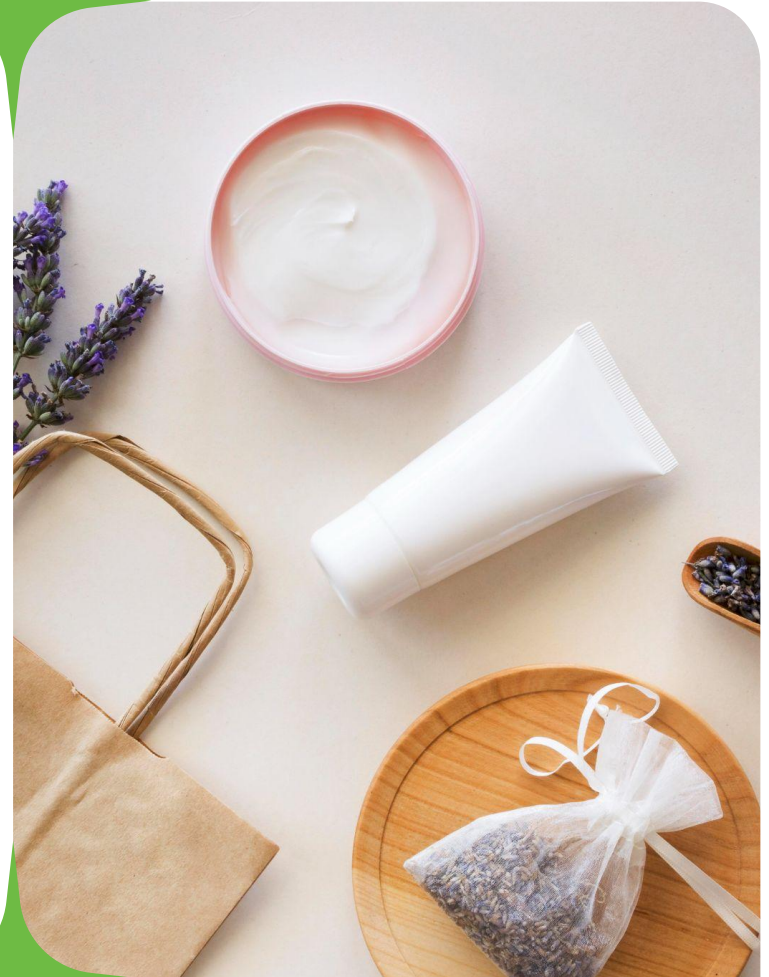
Anessa, adopting the aura of premium brands, collaborates extensively with beauty influencers to reinforce its brand identity through various activities. Influencers are charged with telling the Anessa brand's stories. The story itself, 100 years of research on UV rays, is the center of strategy because it drives the brand's identity value.

Cocoon harnesses cultural beliefs and sustainability trends to cultivate brand value through initiatives that benefit society, specifically targeting a niche demographic of nature enthusiasts, vegetarians, and animal lovers. These activities instill a sense of purpose in customers, who believe they are contributing to Cocoon's mission of fostering a better Vietnam. Crucially, Cocoon has earned this trust by choosing ethical and innovative approaches rather than conventional ones, focusing on ROAS and ROI. This commitment is reflected in Cocoon's unwavering promise: 100% vegan, cruelty-free, and crafted from locally sourced Vietnamese plants, reinforcing consumer trust in Cocoon's integrity and dedication.

03

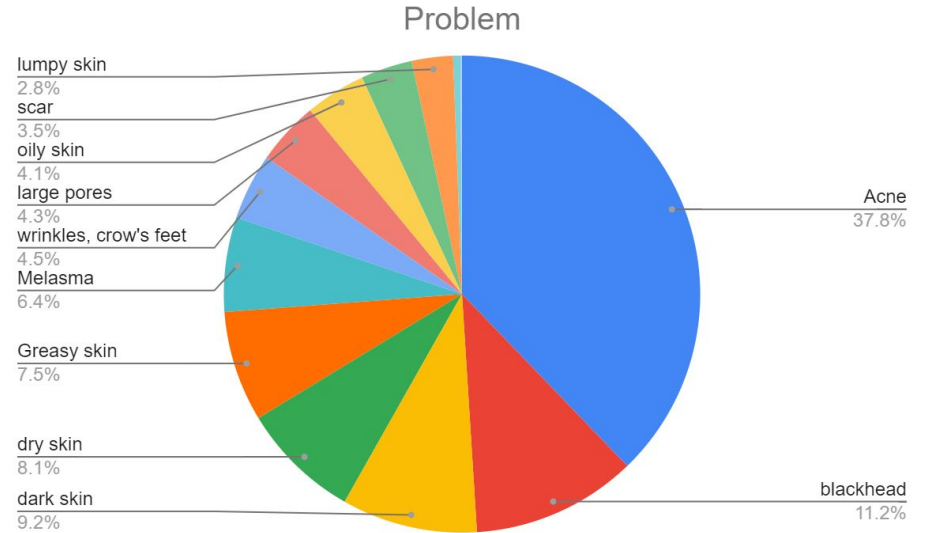
TARGET AUDIENCE

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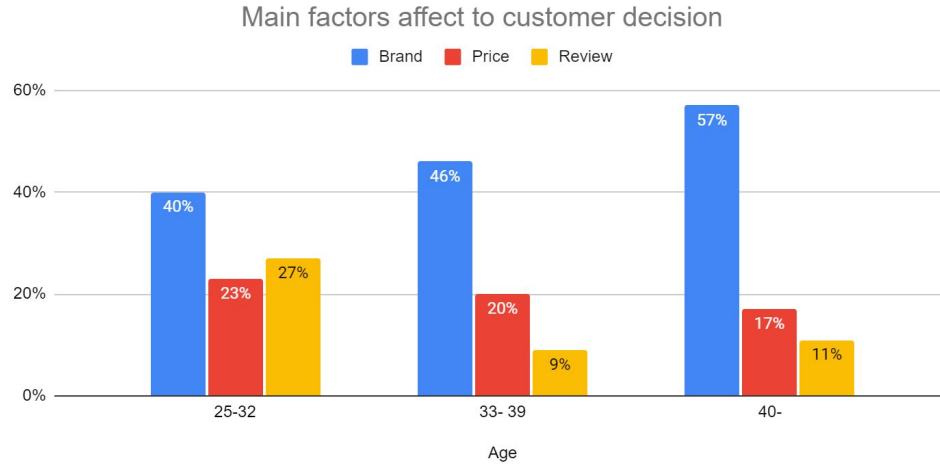
← Target Audience →

Feature	Total discussion	% of User Discussions
Moisturizes and hydrates	33,196,213	20.00%
Whitening	30,683,308	18.48%
Against aging	22,255,454	13.41%
Acne treatment	22,167,992	13.35%
Clean	16,599,993	10.00%
Sunscreen	16,051,253	9.67%
Balance	8,850,173	5.33%
Exfoliate dead skin	8,708,156	5.25%
Cleansing	7,480,945	4.51%



Due to weather and climate characteristics, features related to moisturizing and skin whitening are still the most common and discussed issues on social networks. These product features, in addition to other supporting purposes, users will often request to solve some major problems such as Acne, blackheads, dark spots, and dark skin.

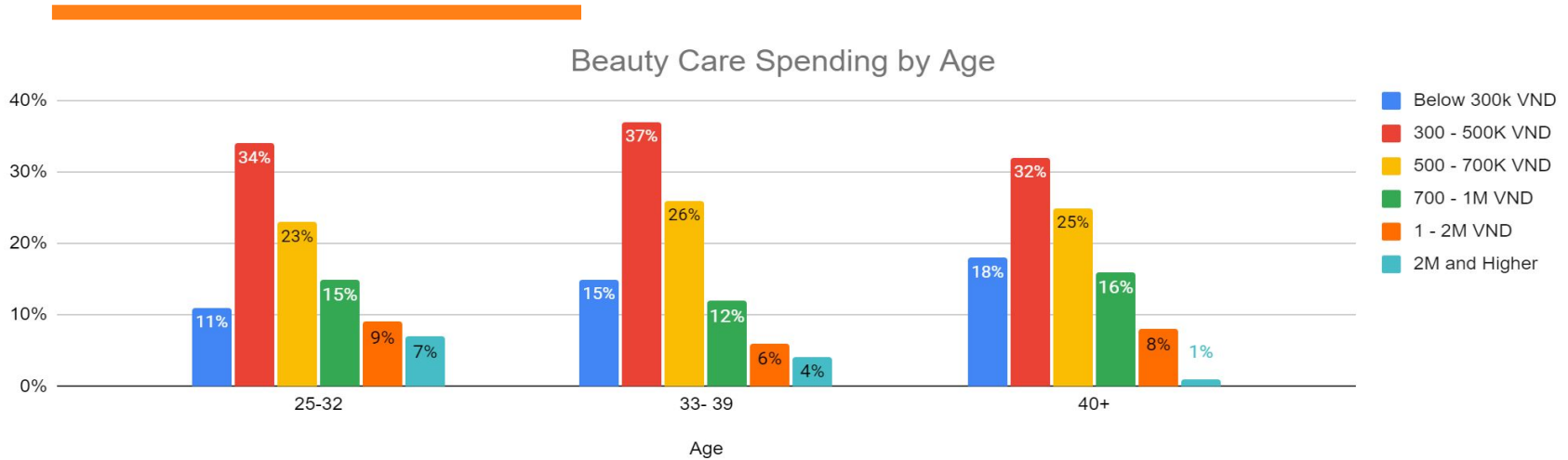
← Target Audience →



Brand recognition stands out as the paramount factor driving consumer decision-making across all age demographics. This explains why the top 10 best-selling brands predominantly comprise global entities, a trend distinct from that observed in Thailand and Indonesia.

The slight difference lies in the price and review factors. Particularly, individuals aged 25-32, adept in new technologies, prioritize reviews, and seek competitive pricing when making purchasing decisions. For the remaining groups, the rate of making decisions based on reviews on social networks gradually decreases due to fear of fake reviews and poor-quality products. Due to that, these target groups tend to shop in familiar places and reduce the importance of price.

← Target Audience →



The spending segment ranging from 300k to 500k remains the most active across various age brackets, indicating consistent consumer behavior. However, there are a few notable characteristics of user spending, influenced by decision factors.

Individuals aged 25-32 exhibit a propensity to opt for high-end products if they perceive them to be of exceptional quality. In the remaining groups, the demand for high-end products tends to decrease. They are also willing to use cheap products as long as it is suitable.

According to the Vietnam Streaming Report and Prediction 2020-2025 report, the most livestreamed content in Vietnam in 2022 is:

62%

Shopping topics

49%

Entertainment topics

46%

Aesthetics and skin care

Gen Z and part of Gen Y prefer live streaming because of 3 reasons: View products before purchasing, and learn about products and discounts/promotions.

However, live streaming faces challenges in reaching Gen X and a portion of Gen Y. This demographic typically lacks the time to engage in extended live-stream sessions lasting 1 to 3 hours. Moreover, some individuals within this group express concerns regarding the authenticity of products promoted during live streams, suspecting sellers of exaggeration or fraudulent practices, such as creating fake orders.

These observations highlight a divergence in preferences between Gen Z, Gen X, and Gen Y. Gen Z enjoys entertaining live streams featuring abundant discounts and promotions, whereas the older generations prefer informative and professionally presented content and help them feel like they learned many things.

04

DIFFERENCE FROM VIETNAM AND OTHER COUNTRIES

Can market penetration tactics in developed
countries be applied to Vietnam?



From here, we will compare cosmetics e-commerce in Vietnam and other countries from various perspectives. First, let's look at the price range of cosmetics. It goes without saying that the purchasing power of Vietnamese consumers is lower than that of developed countries, and therefore, it is necessary to be more careful about the pricing strategy in order to sell cosmetics in Vietnam. On the other hand, Vietnam, like Japan and EC, is gradually becoming more aware of the quality of its products, and this cannot be ignored when entering the market as a foreign brand.

Country	Popular Price Range	Luxury Segment	Additional Notes
Vietnam	Under 500,000 VND (~20 USD)	Over 500,000 VND (20 USD~)	Focused on affordability, catering to a broad consumer base.
U.S.	20 - 100 USD	Over 100 USD, often exceeding 200 USD	Significant demand for mid-range and luxury cosmetics; strong brand loyalty.
EU	20 - 100 EUR (20 - 100 USD)	100 - 300 EUR (100 - 300 USD)	Diverse market with high demand for luxury, reflecting high purchasing power and brand loyalty.
China	200 - 500 CNY (~30 - 75 USD)	500 - 2000 CNY (~75 - 300 USD)	Robust growth in premium segments driven by increased wealth and preference for luxury.
Japan	2,000 - 8,000 JPY (~15 - 60 USD)	8,000 - 20,000 JPY (~60 - 150 USD)	Quality and brand reputation are highly valued; strong sales in mid and high-end products.

In developed countries, the concept of OMO (Online Merges Offline) is very important, and there are many strategies to sell offline and online in a balanced and mutually positive way. On the other hand, Vietnam has more online e-commerce, due to the fact that the number of offline in-store sales are not as ubiquitous as in other developed countries, and people stay on social media longer. On the other hand, it should be noted that Vietnam is a spa powerhouse with more than 3,500 spas, and some Korean cosmetics brands, for example, are actively developing these channels to promote not only online B2C, but also offline B2B at the same time.

Country	Sales Methods Description
Vietnam	Primarily through online marketplaces and direct sales via social media platforms.
U.S. and EU	Dominance of in-store sales along with a significant online presence. Major brands often sell through their websites alongside third-party e-commerce platforms.
China	Heavy reliance on e-commerce platforms like Alibaba and JD.com, with a unique ecosystem involving social commerce via platforms like WeChat.
Japan	A mix of in-store and online sales, with a significant portion of cosmetics sold through drugstores and specialty beauty stores.

Comparing the difference in importance between marketplaces and their own e-commerce sites will also be extremely important when planning e-commerce store openings. Compared to developed countries, Vietnam has fewer so-called D2C (Direct-to-Consumer) channels, indicating that marketplaces are extremely important channels.

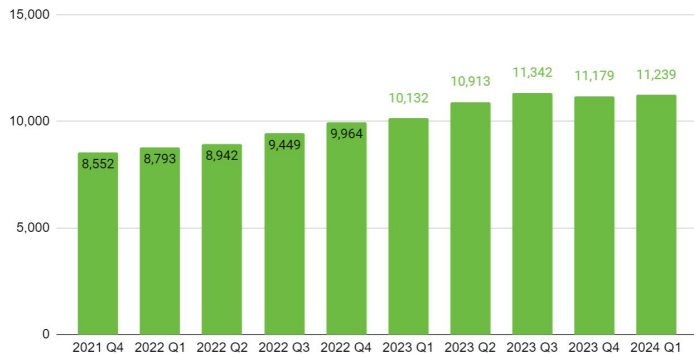
This is probably due to the fact that marketplace commissions are not as high in Vietnam as in developed countries and that marketplace payments are more trusted than payments on a company's own website due to the high rate of fraudulent payments in Vietnam.

Country/Region	Marketplace Dependence	Company-Owned E-commerce Sites	Notes
Vietnam	High reliance	Less developed	Major sales through Shopee, Lazada, and TikTok Shop
U.S., EU, and Japan	Balanced split	Balanced split	Strong presence on both marketplaces and own sites
China	Dominance of marketplaces	Growing presence	Dominance by Alibaba, JD.com; increasing brand platforms

On the other hand, the importance of own e-commerce websites is spreading in Vietnam as well, in order to explain products well, create a sense of formality, and acquire detailed customer data, without falling much into price competition.

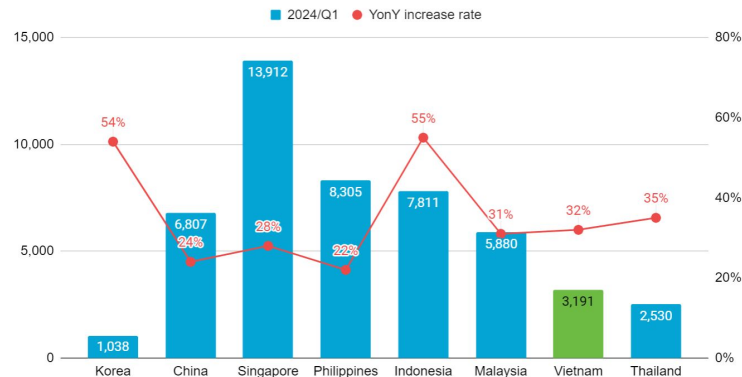
This is the number of stores of Haravan, a local Vietnamese service that allows users to build their own e-commerce sites. Haravan is often used for cosmetics.

Number of Haravan stores in Vietnam



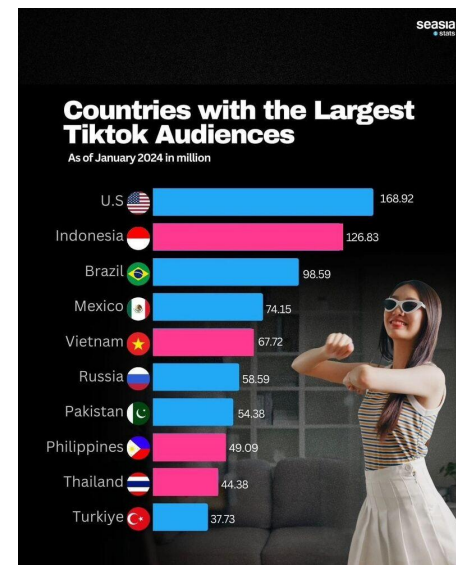
Number of Shopify stores by country. In Vietnam, Shopify has about one-third the number of stores of Haravan, but it has a high growth rate, indicating that the number of stores is increasing rapidly.

Number of Shopify stores by country and increase rates



In Vietnam, it is more important than in other developed countries to actively utilize social commerce. The most recent channel that has received the most attention is TikTok, and as the figure on the right below shows, Vietnam has one of the highest TikTok audiences in the world. On the other hand, products priced over 200,000 VND are less likely to generate impulse purchases, so medium- and long-term measures such as focusing on branding will also be necessary to increase sales through social commerce.

Country/Region	Importance of Social Commerce	Key Platforms	Considerations
Vietnam	High importance	Facebook, TikTok	Crucial for driving sales; platforms enable direct interaction with consumers.
U.S. and EU	Growing but not as dominant as in Asia	Various, including Facebook, Instagram	Traditional and online advertising still play a significant role.
China	Extremely significant	WeChat, Douyin (TikTok), Little Red Book	Integrated into almost every aspect of e-commerce; essential for market penetration.



The application to sell cosmetics in Vietnam is not very time-consuming and expensive compared to other countries, including China.

A pharmaceutical application with the DAV (Drug Administration of Vietnam) is required, and in that application, the applicant must designate a Vietnamese distributor, as well as submit a list of ingredients, package data, etc.

Country/Region	Description of Legal Complexity	Primary Regulation	Notes
Vietnam	Relatively straightforward but requires compliance with ASEAN Cosmetic Directive.	Application to DAV, ASEAN Cosmetic Directive	Ensures safety, quality, and claimed benefits in alignment with ASEAN standards.
U.S.	FDA regulations can be stringent, involving specific labeling and ingredient checks.	Food, Drug, and Cosmetic Act (FD&C Act)	Administered by the FDA; includes safety, labeling, and manufacturing practices.
EU	Compliance with EU Cosmetic Regulation, which is quite comprehensive and strict.	EU Cosmetic Regulation (EC) No 1223/2009	Covers all cosmetic products sold within the EU, focusing on consumer safety and product responsibility.
China	Requires animal testing for imported cosmetics, though this is changing slowly.	Regulations on the Supervision and Administration of Cosmetics	Newest regulations include relaxed animal testing rules under specific conditions.

⋮ TACTICS TO WIN 05

Digital Strategy to Win the Market for SMEs in Vietnam

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1. Building Brand story and Brand Identity

Building a strong brand story and identity is crucial in Vietnam's dynamic market, where social media usage is widespread, reaching 73.3% of the population in January 2024. Despite this vast potential, smaller businesses often struggle to compete with dominant brands, as they lack clear strategies for brand development and shaping. Many smaller businesses focus solely on promotions and sales tactics, leading to short-term gains.

Cocoon, offer a blueprint for smaller businesses to follow. By nurturing a brand culture and targeting specific customer segments, Cocoon has cultivated advocates who spread its brand message organically, enabling widespread visibility and growth.

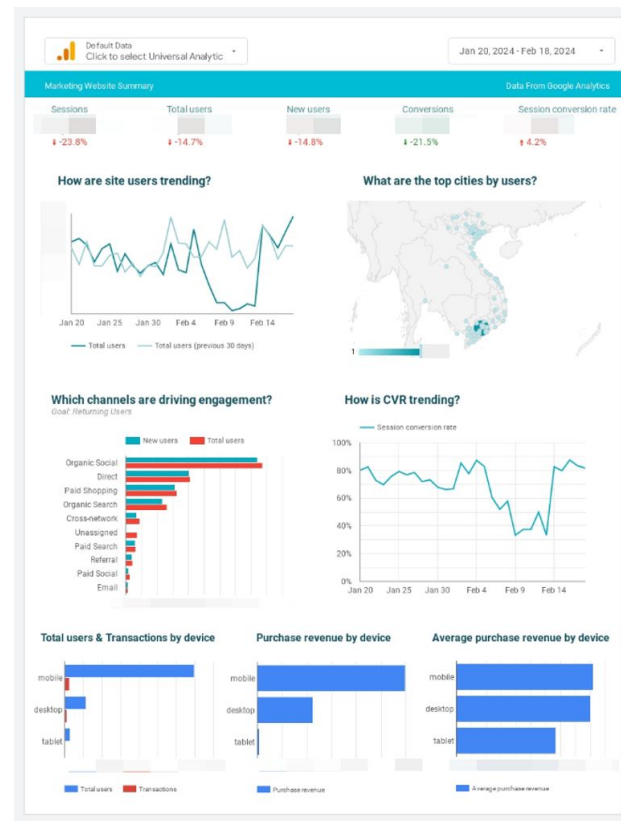
"Brand loyalty is the customer's willingness to stay with the brand when competitors come knocking with offerings that would be considered equally attractive had not the customer and the brand shared a history. The degree of customer stickiness is the key to a brand's market power."

["How Brands Become Icons"](#) by Douglas B. Holt

2. KPIs set up

For digital marketers adopting a strategic and data-centric approach, the initial focus when formulating a plan revolves around creating a comprehensive media plan. This includes establishing Key Performance Indicators (KPIs) that are based on reality rather than arbitrary targets that satisfy your boss and customers. These KPIs provide a realistic projection of circumstances, ranging from the most positive to the most negative, based on historical data (from the previous year or the immediate past three months), giving you strategies for distributing ads correctly.

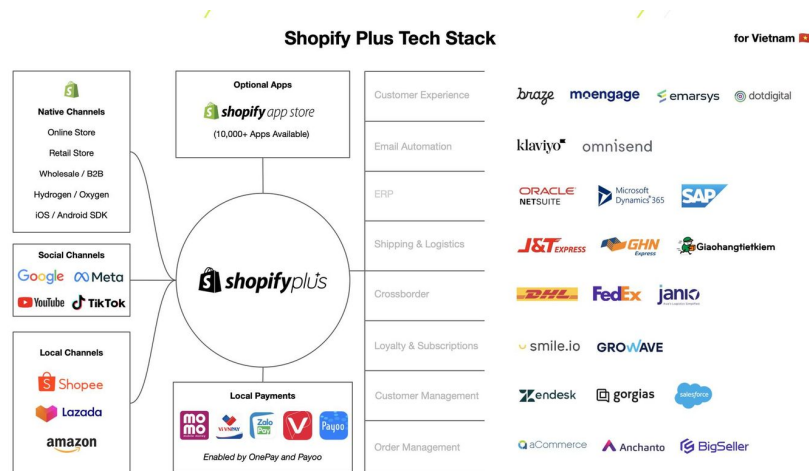
The media plan is meticulously tracked daily, including aspects such as budget allocation and key metrics like clicks, Click-Through Rate (CTR), Return on Advertising Spend (ROAS), and Cost Per Acquisition (CPA). Every ten days, a review is conducted to assess the plan's alignment with actual performance, facilitating adjustments to stay closely aligned with data-driven insights. Tools such as Google Spreadsheet, Excel, and Locker Studio can aid in streamlining KPI tracking.



3. Diversification of Sales Channels

Shopee and all e-commerce marketplaces in the world do not share customer information with you. You as a seller will not know who your customers are. You don't have their phone or email for re-targeting and marketing purposes. You also cannot visualize your customer portraits for the next upcoming products or product improvements.

There are many other related issues, such as how to develop a brand story and clarify product features when Shopee limits information to 3,000 characters. Doing business on the marketplace is simple because it is for everyone, but because of that simplicity, we have to be thoughtful. So proactively build, optimize, and focus on your website. Think of Shopee, Lazada, or TikTok Shop as a channel at the end of your funnel, helping you convert people in need into your customers. This is the best way to build a sustainable brand.





ABOUT US





About us

Feedforce is a fast-growing digital marketing agency from Japan, which was listed on the Tokyo Stock Exchange in 2019. We provide a variety of unique services, with a focus on digital marketing, e-commerce, and Shopify.

Feedforce Vietnam was established in Ho Chi Minh City in November 2021, as a part of Feedforce Group. With a team of experienced human resources, we are committed to accompanying your business with a comprehensive service, from consulting to deployment and campaign effectiveness measurement.

Feedforce Group Inc. Japan: Tokyo

Market Open

¥681

7068 -7 -1.02%

Jan 10, 2024 11:27 a.m. JST

Real Time Quote

Open ¥684
Previous Close 688

YTD Change -5.15%
12 Month Change 84.05%

Day Range 675 - 686
52 Wk Range 362 - 1,131

About Feedforce Group Inc.

Feedforce Group, Inc. engages in the data feed related business. It operates through the following segments: Professional Service and SaaS. The Professional Service segment supports data field marketing. The SaaS segment provides data field marketing management system and social login system through SaaS. The company was founded by Koji Tsukada in March 2006 and ...

[See Full Profile >](#)

Volume 58.6K (41.30% of Avg)
65 Day Avg: 141.88K

Volume 141.88K

Market Value ¥18.23B

Shares Outstanding 26.15M

EPS (TTM) ¥15



Why Choose FFV?

"Feedforce Vietnam members with proven expertise and track records have increased sales of various products such as cosmetics, baby products, food, and character goods. I myself also have been involved with Vietnam for more than 10 years and have a strong commitment to the Vietnamese market. We can provide the speed and commitment to results that only a small group of elite professionals can. Please feel free to contact us! "



Mori Daisuke | CEO Feedforce Vietnam

Why Choose FFV ?

9+

Years experience in E-commerce industry

60+

Completed projects

30+

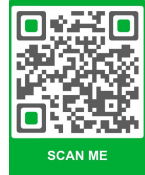
Partners



Digital platform management



Why Choose FFV?



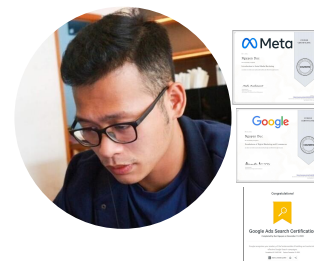
OUR MARKETING EXPERTISE



- Japanese, English, Vietnamese
- Operation of advertisements to promote client sales and maximize online reservations in B2B, travel, real estate, human resources, cars, golf, fashion e-commerce, etc.



- English/Vietnamese
- Previously worked at real estate agency Savills Vietnam, where I was involved in a wide range of B2B advertising operations, SEO, and SNS operations.
- Perform work carefully



- English/Vietnamese
- Have marketing experience at a major local agency/foreign business company
- A multi-rounder who specializes in performance marketing and also creates chat scripts.

Why Choose FFV ?

Service For You



E-commerce

We boost online sales by enhancing traffic quality, optimizing conversion rates, and increasing customer lifetime value across e-commerce channels, including Shopee, Lazada, and TikTok Shop. Our focus is on creating effective marketing funnels to attract new customers and drive organic sales for long-term business growth.



Lead Generation

We collect and utilize potential customer data to streamline marketing and sales processes, enhancing conversion rates and driving efficient revenue growth. Feedforce excels in not only maximizing qualified leads through deep customer insights but also in boosting order conversion rates with our robust reporting tools.



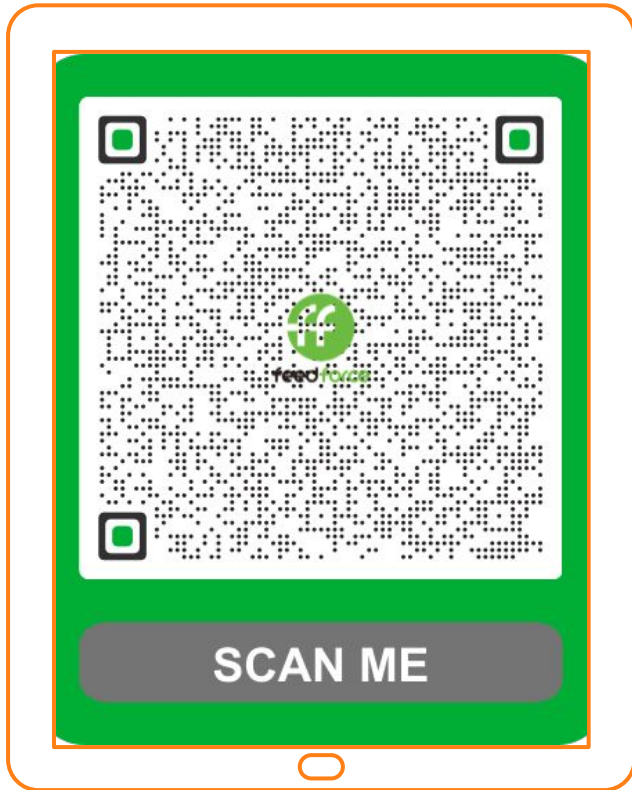
Branding

As a performance agency, we specialize in enhancing brand awareness and consideration, significantly boosting the potential to convert audiences into customers. Our approach involves crafting tailored marketing funnels that effectively promote your brand and new products.



App Install

We specialize in boosting mobile app installs cost-effectively while enhancing user retention to optimize customer lifetime value. Our expertise in Shopify and ad networks positions us uniquely to grasp customer insights, technological nuances, and growth hacking strategies.



Thank You!

BOOK A CALL WITH US TODAY!

 ec.admin@feedforce.vn

 [Mori Daisuke](#)

