

# WELCOME TO VIETNAM



**MARKET OUTLOOK**



**Xin chào  
các bạn !**

**ENJOY YOUR TRIP !!!**





**HỘI BẤT ĐỘNG SẢN DU LỊCH VIỆT NAM**  
Vietnam Tourism Property Association - VnTPA

# VIETNAM OVERVIEW





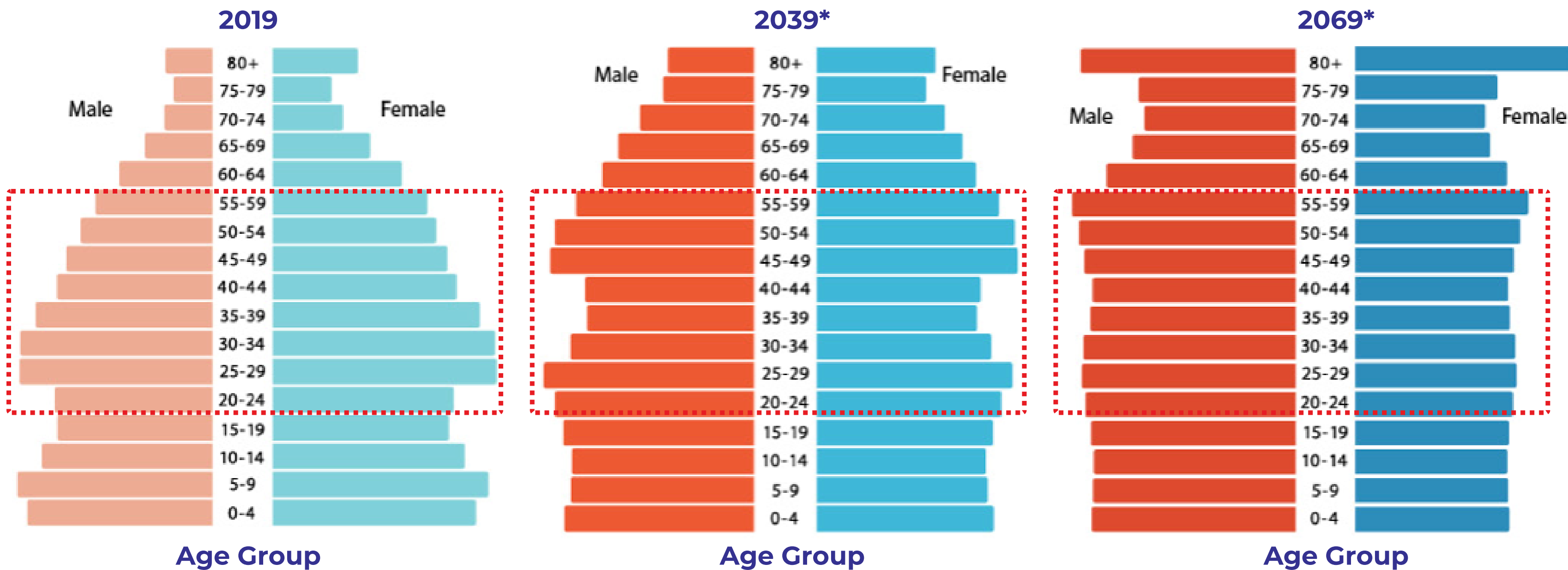
# VIETNAM POPULATION

2023  
~ 100.4 M

Currently, Vietnam is the third most populous country in Southeast Asia (after Indonesia and the Philippines) and ranks 15th in the world.



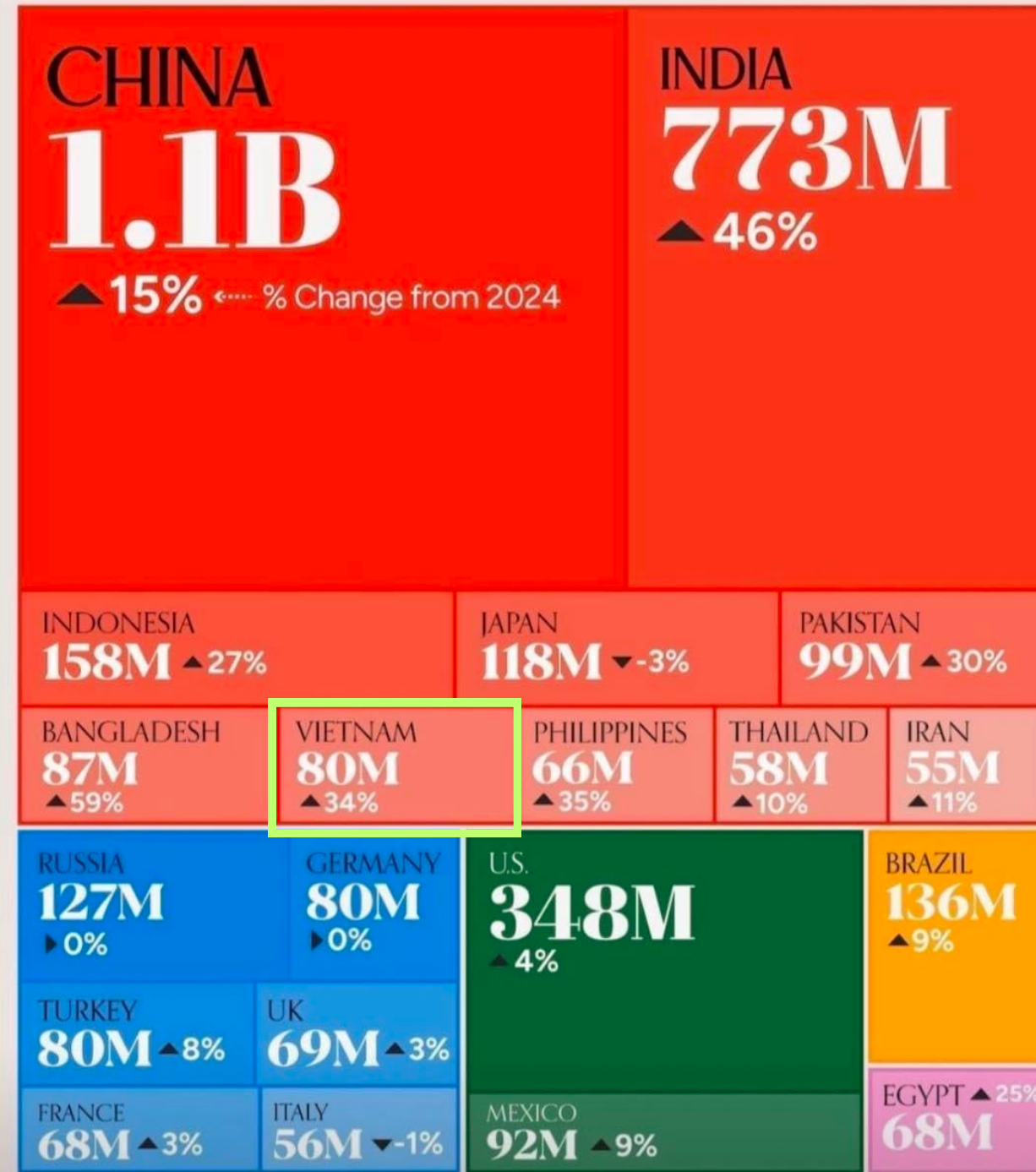
# VIETNAM POPULATION PYRAMID FROM 2019, 2039 & 2069





# The 20 Largest Consumer Markets IN 2030

A consumer is classified as someone who spends at least \$12 per day.



Source: World Data Lab (2023)

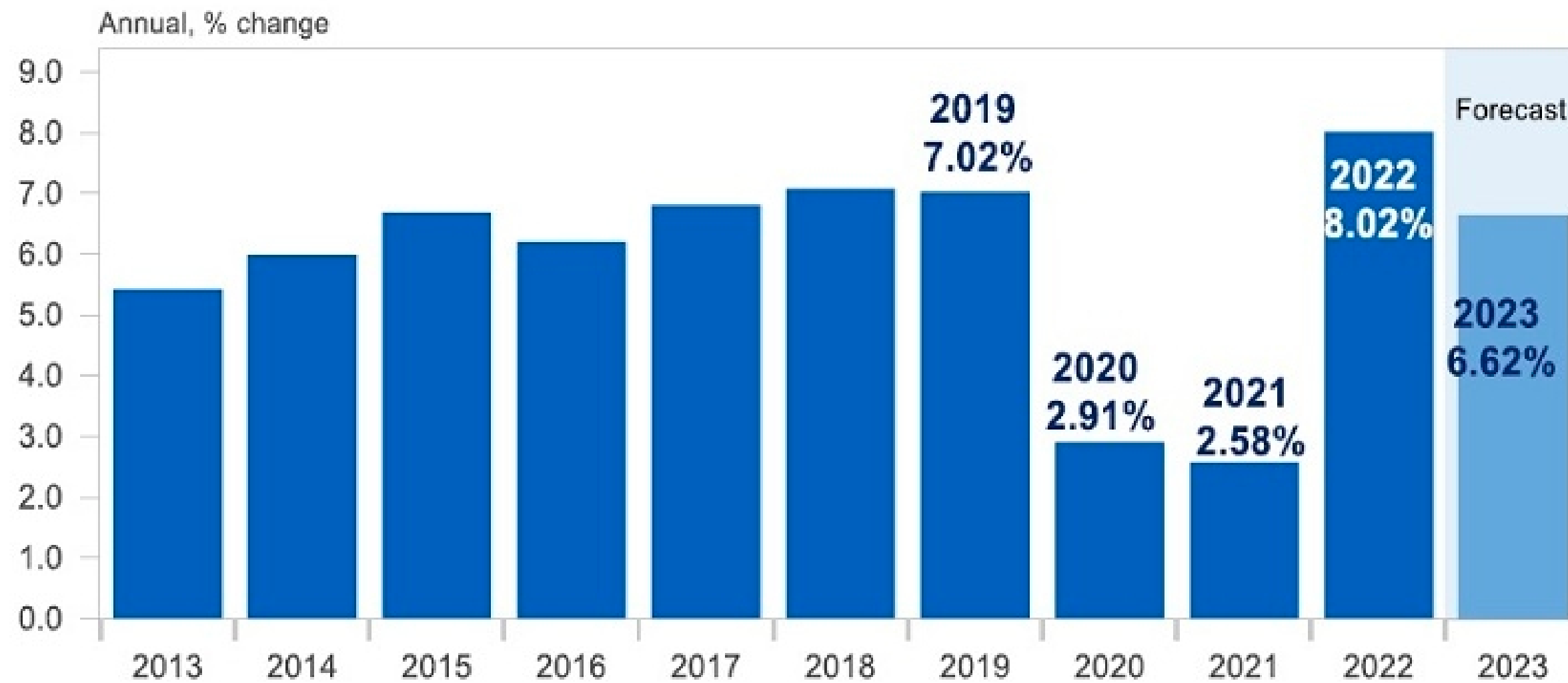




# Economic growth

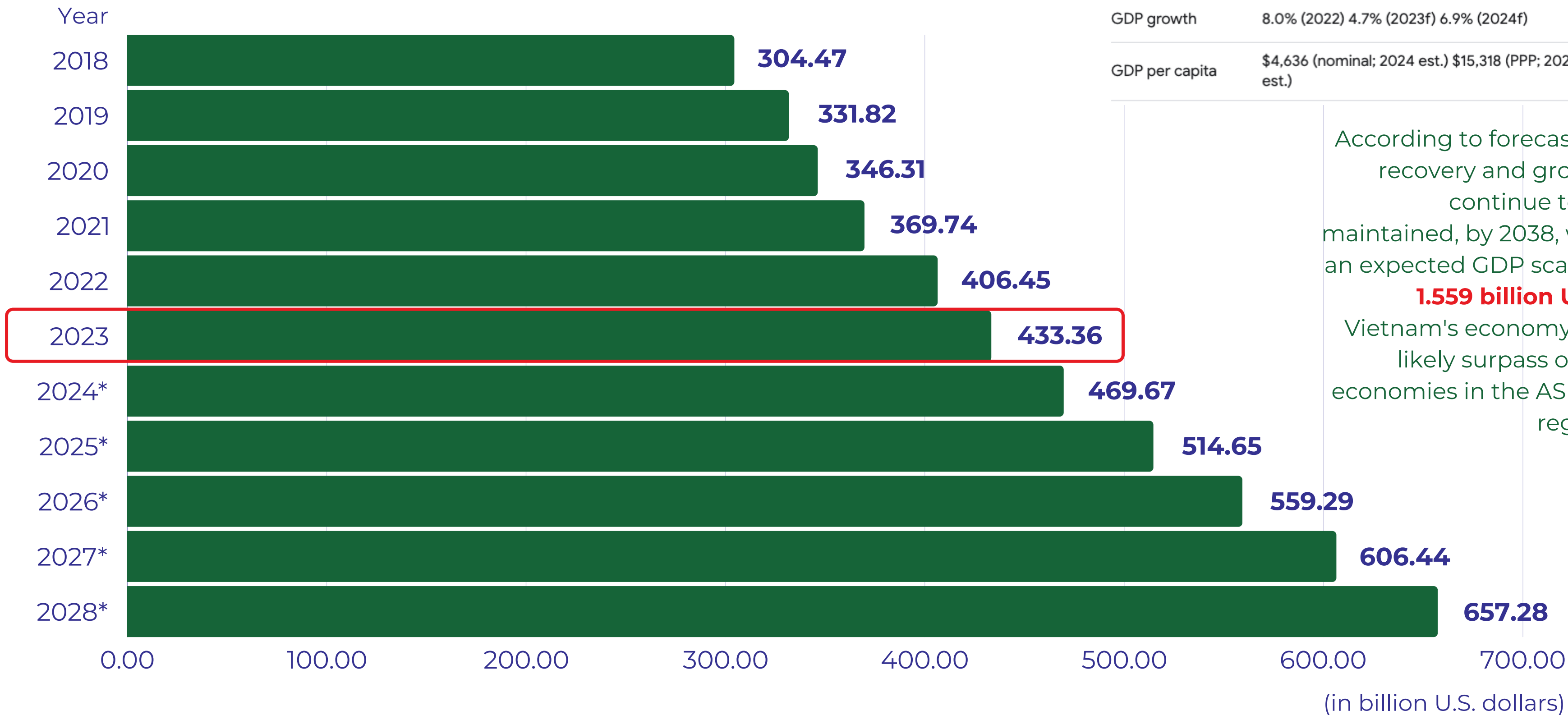
## Vietnam: Annual Real GDP Growth

Source: Macrobond, UOB Global Economics & Markets Research





# GDP OF VIETNAM FROM 2018 TO 2028



GDP	\$469.672 billion (nominal; 2024 est.) \$1.552 trillion (PPP; 2024 est.)
GDP rank	34th (nominal; 2024 est.) 26th (PPP; 2024 est.)
GDP growth	8.0% (2022) 4.7% (2023f) 6.9% (2024f)
GDP per capita	\$4,636 (nominal; 2024 est.) \$15,318 (PPP; 2024 est.)

According to forecasts, if recovery and growth continue to be maintained, by 2038, with an expected GDP scale of **1.559 billion USD**, Vietnam's economy will likely surpass other economies in the ASEAN region.

\* Forecast  
Source: Worldwide (2023)

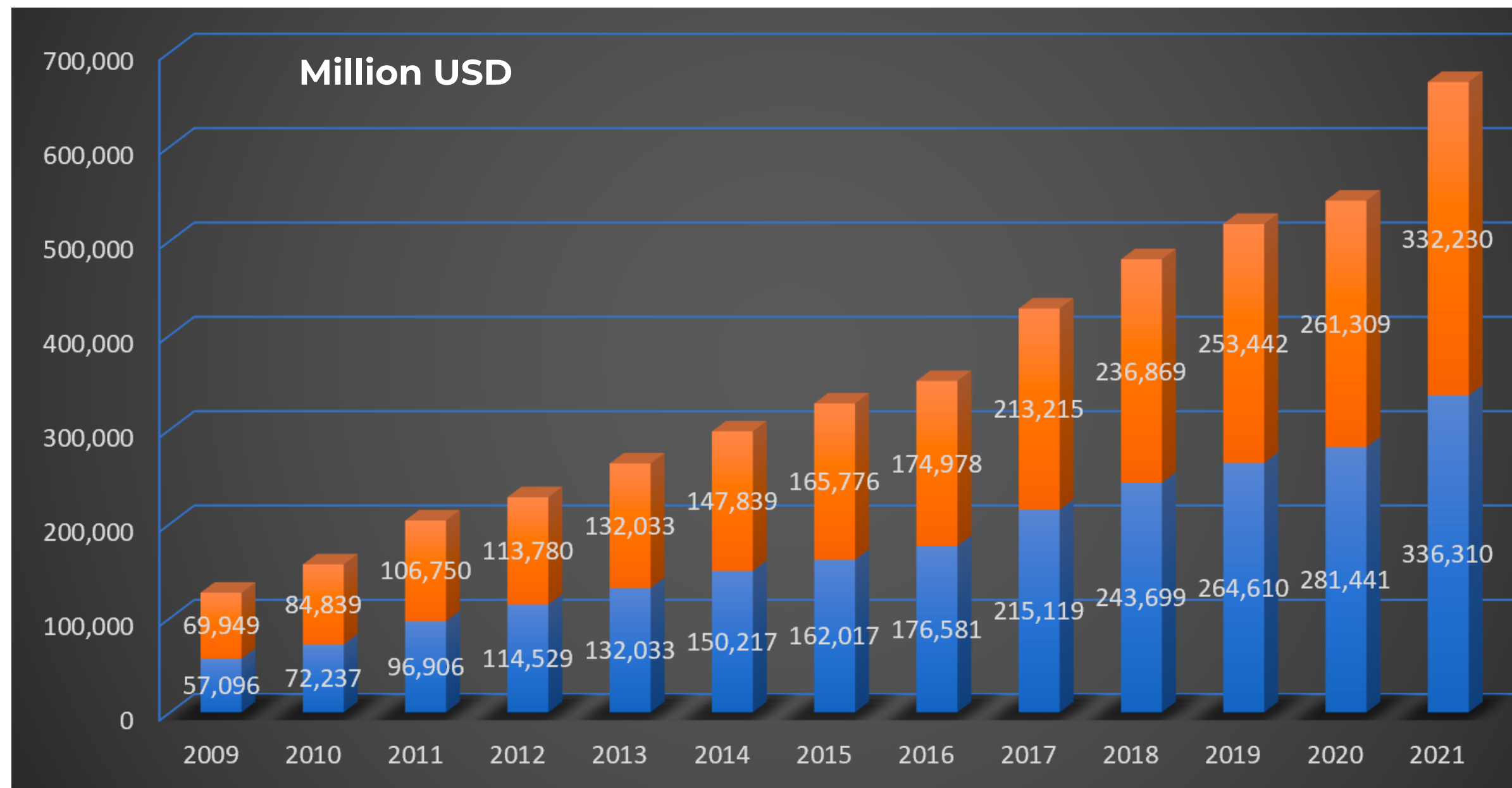




# VIETNAM IMPORT - EXPORT REVENUES

In 2022, Vietnam's total exports and imports were **730.21** billion USD

In 2023, Vietnam's total exports and imports were **683.0** billion USD.



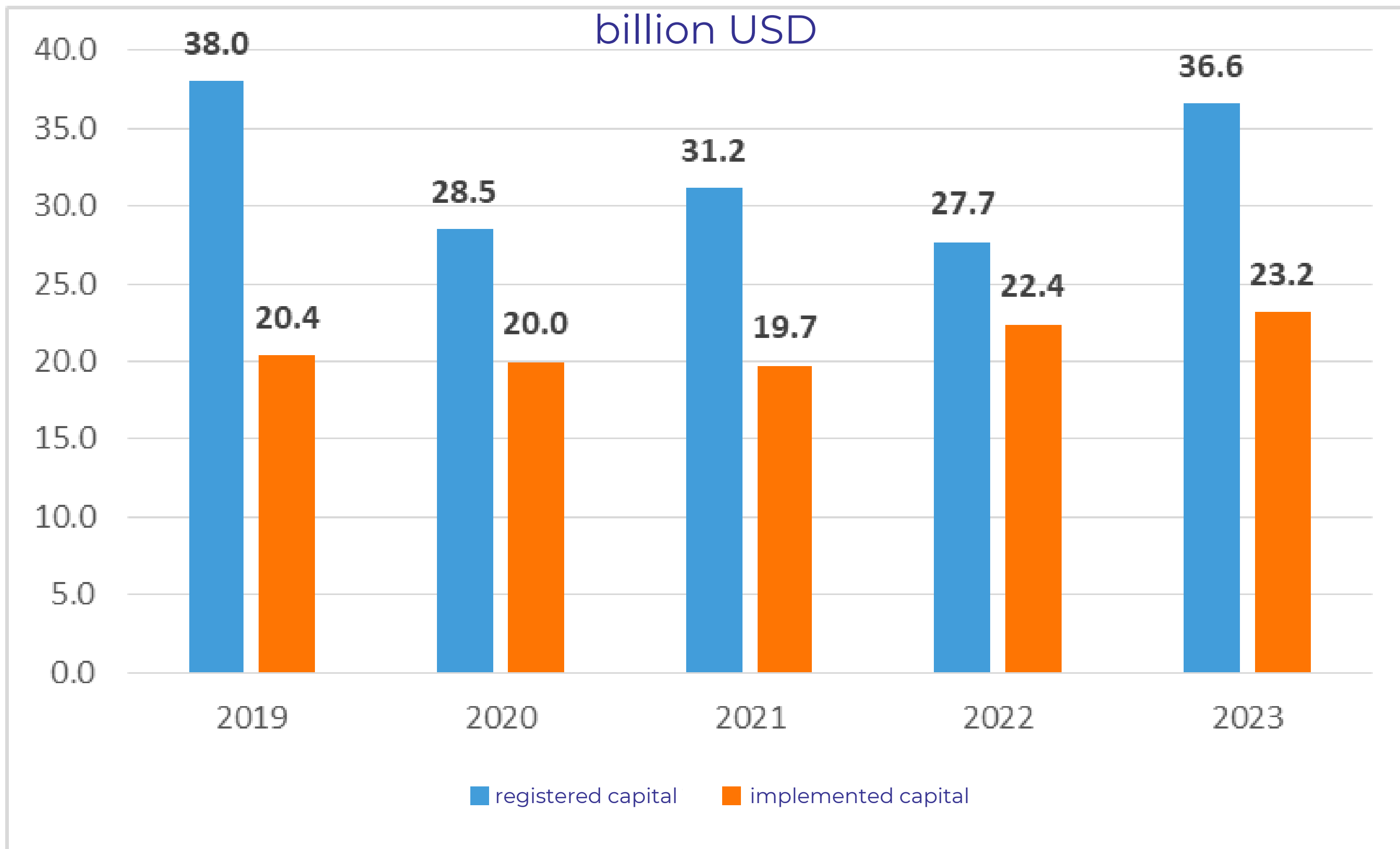
Export

Import

In 2023, export turnover and GDP growth rate decreased compared to 2022. There are many reasons, one of the biggest reasons is reduced consumption in main markets such as North America and Europe. However, foreign investment in Vietnam in 2023 increased compared to 2022, which may be a sign that investors' confidence in Vietnam is still great and it is forecasted that there will be good growth in 2024 and the following years.



# FOREIGN DIRECT INVESTMENT (FDI) CAPITAL IN 2019 - 2023



Foreign investment in Vietnam in 2023 increased compared to 2022, which may be a sign that investors' confidence in Vietnam is still great and it is forecasted that there will be good growth in 2024 and the following years.



# OVERSEAS VIETNAMESE (OVS)

**7 million OVS**

in 109 countries and territories  
around the world

**> 80% in**



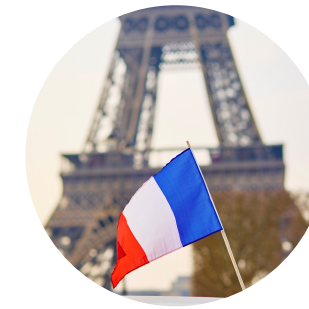
**USA**



**Australia**



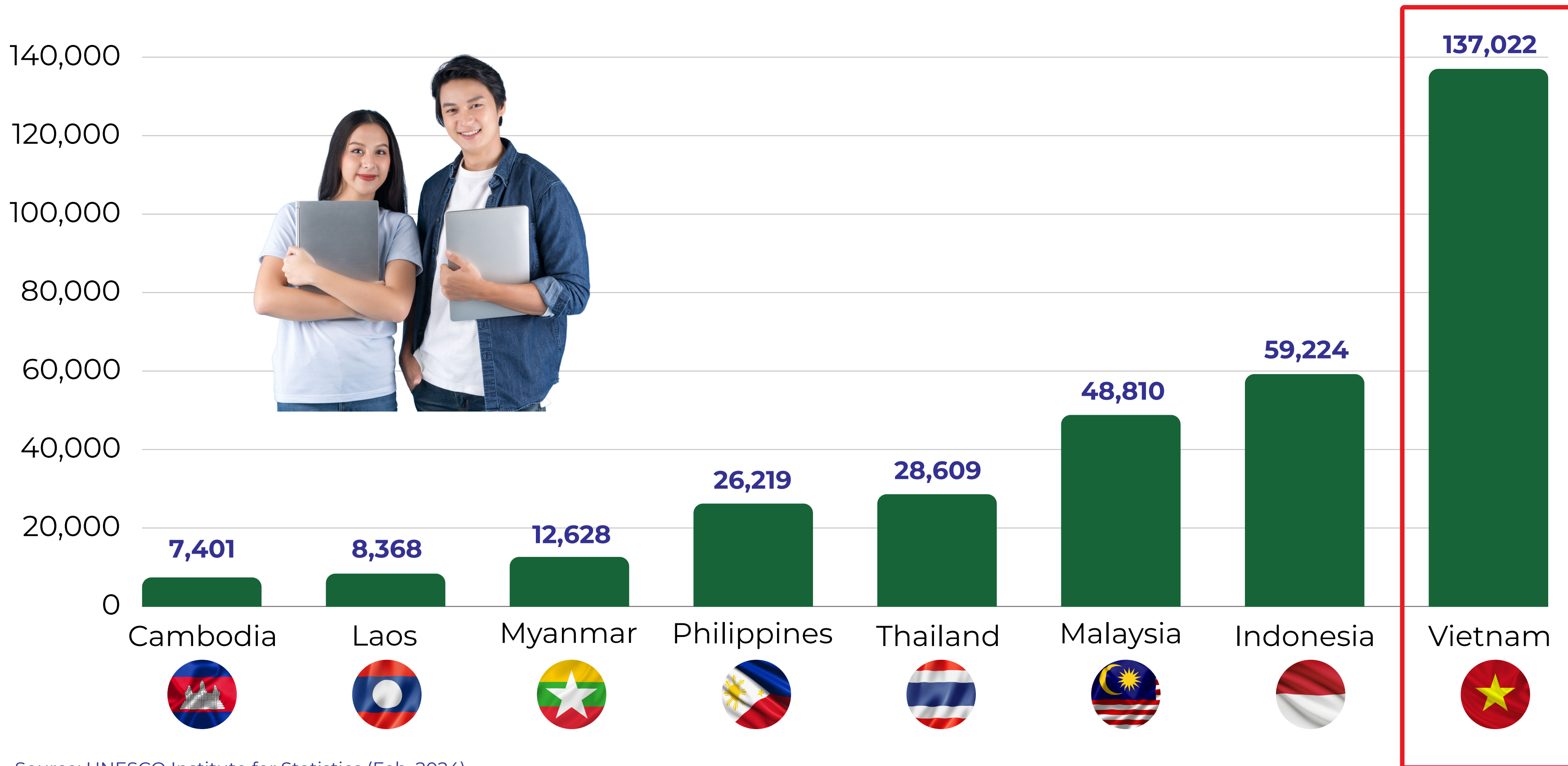
**Canada**



**France**



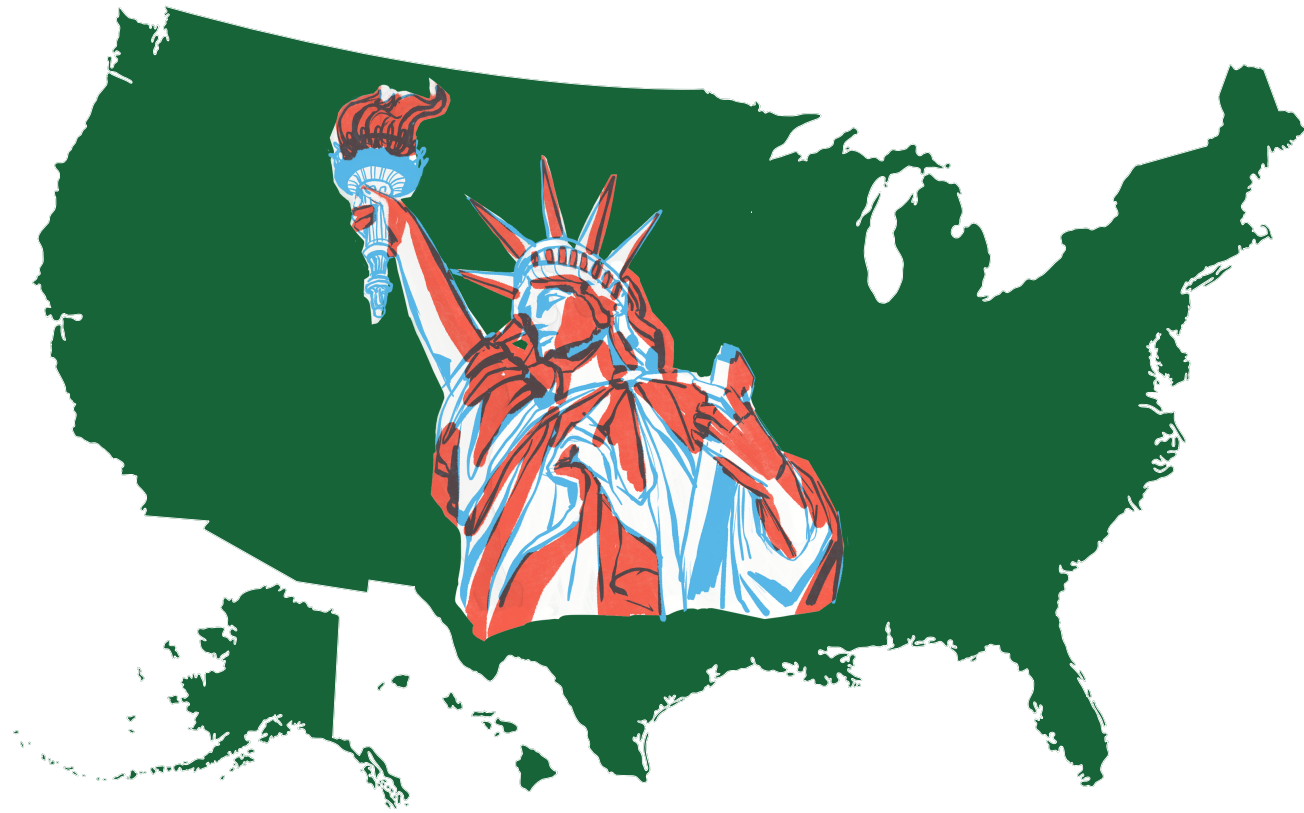
# THE NUMBER OF VIETNAMESE STUDENTS STUDYING ABROAD COMPARED TO SOME COUNTRIES IN THE REGION



Source: UNESCO Institute for Statistics (Feb, 2024)



# HOW MUCH MONEY DO VIETNAMESE PEOPLE SPEND BUYING REAL ESTATE ABROAD?



**> US\$ 3 billion**

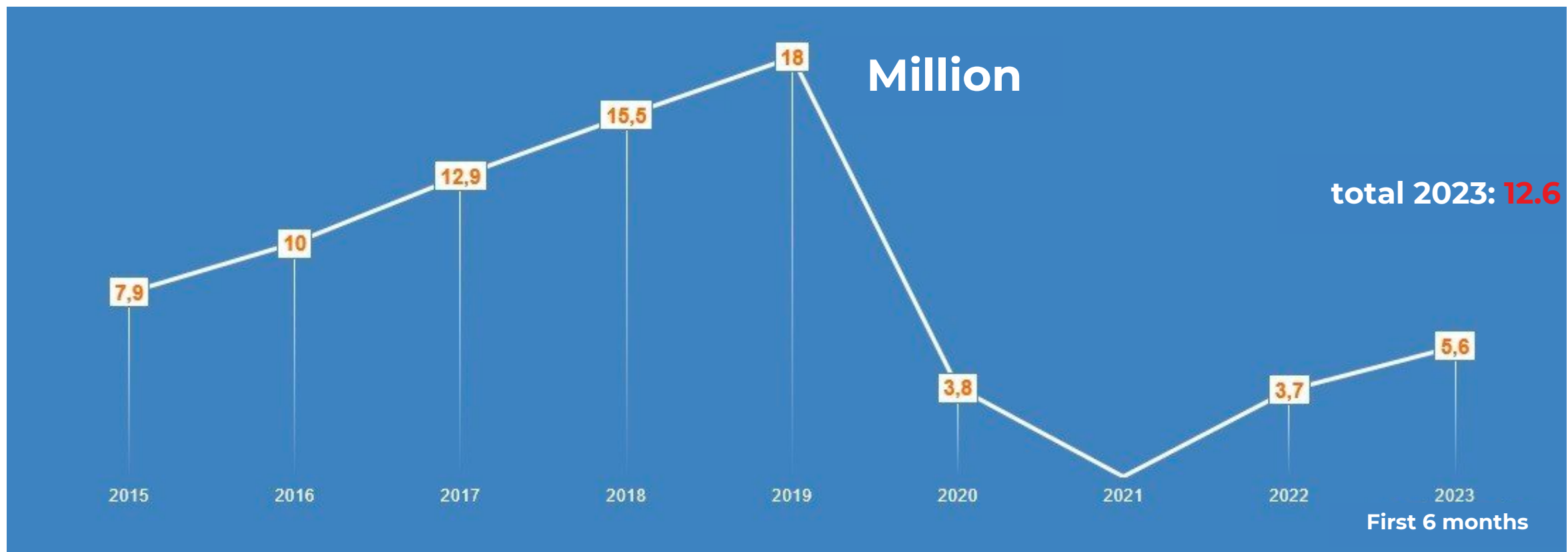
**April 2016 - March 2017**

Source: NAR

There is no official data on overseas investment by Vietnamese people, but it is predicted that it could exceed **20 billion USD annually** for real estate, settlement, immigration, overseas study, health-care, ...

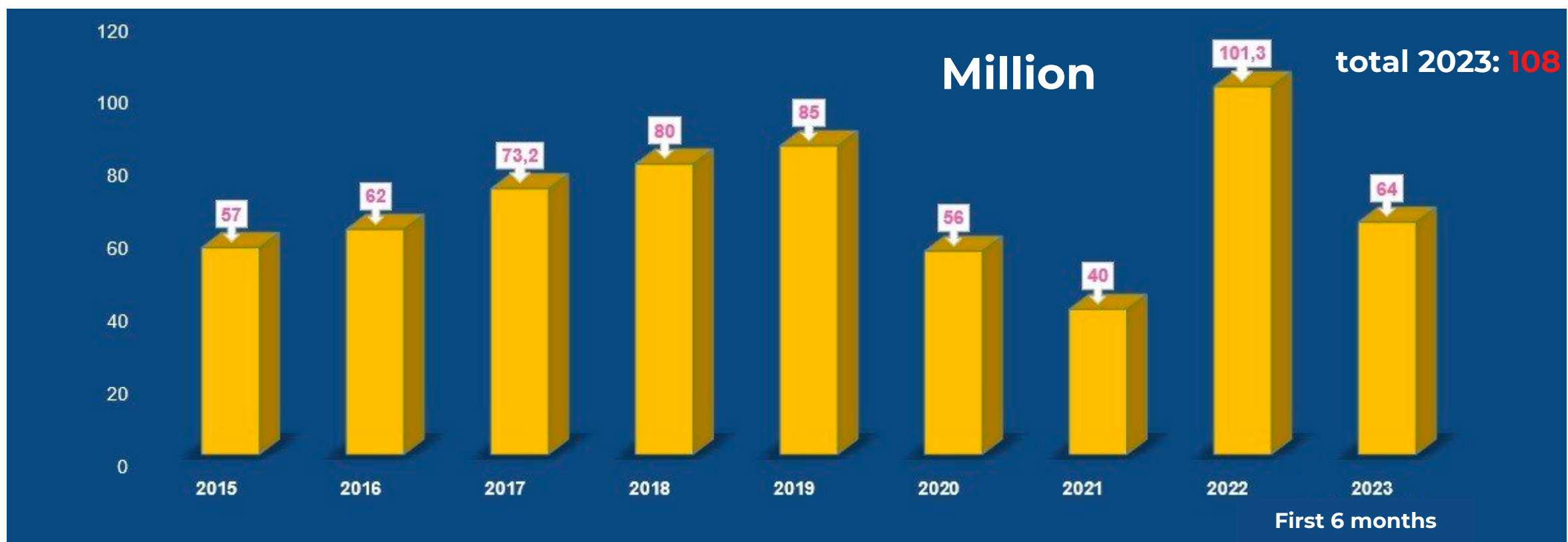


# FOREIGN TOURIST ARRIVALS IN VIETNAM (2015 - 2023)



It is forecasted that in the **2024** plan, international visitors to Vietnam may reach over **20 million**, domestic visitors will reach **110 million - 120 million**.

# DOMESTIC TOURISTS (2015 - 2023)



Vietnamese people travel abroad more than **10 million**.



# REAL ESTATE MARKET





# REAL ESTATE MARKET SEGMENTS AFTER PANDAMIC

## INDUSTRIAL MARKET

High demand, due to the wave of factory relocation from China and increased demand for logistics warehouses.



## OFFICE MARKET

Low demand, due to changes in work-from-home habits.



## RETAIL MARKET

Low demand, due to changing online shopping habits and decreasing the purchasing power.



## TOURISM MARKET

Much affected by the Covid-19 pandemic and the Russia-Ukraine war.



**However, entertainment models including shopping + dining + family fun attract more customers.**

**The Vietnamese government is currently creating many open policies to promote tourism, including visa exemption for tourists from many countries in North America, EU, Northeast Asia, India, China and Asean. Many expect that visitors to Vietnam in 2024 will surpass the peak before the Covid-19 pandemic.**





# RESIDENTIAL SEGMENT

**Housing demand** in the period **2021-2030** will continue to **increase**, especially in **urban areas**.



The **urban population rate** is **currently** about **40%** and will increase to about **45%** by **2030**.





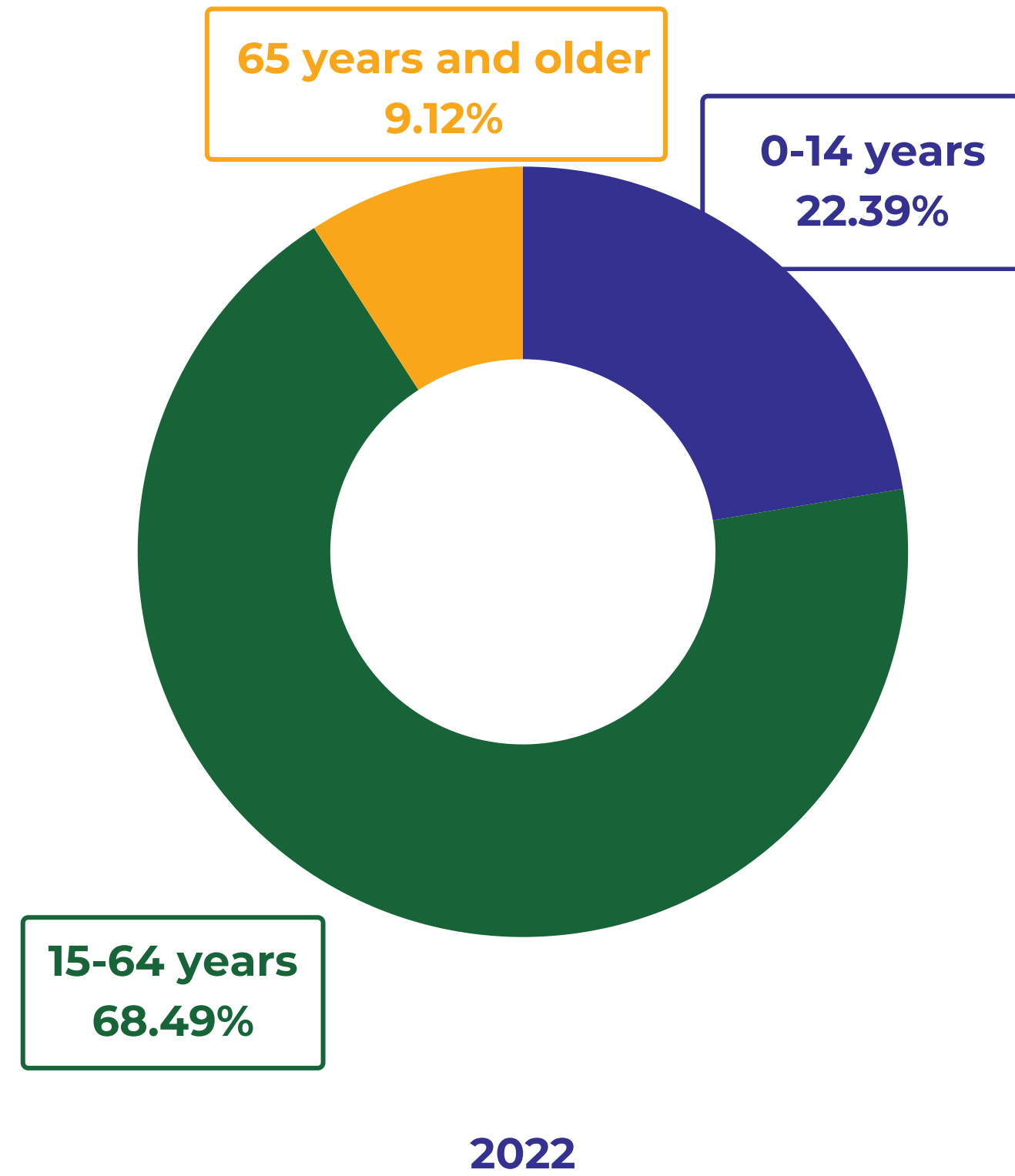
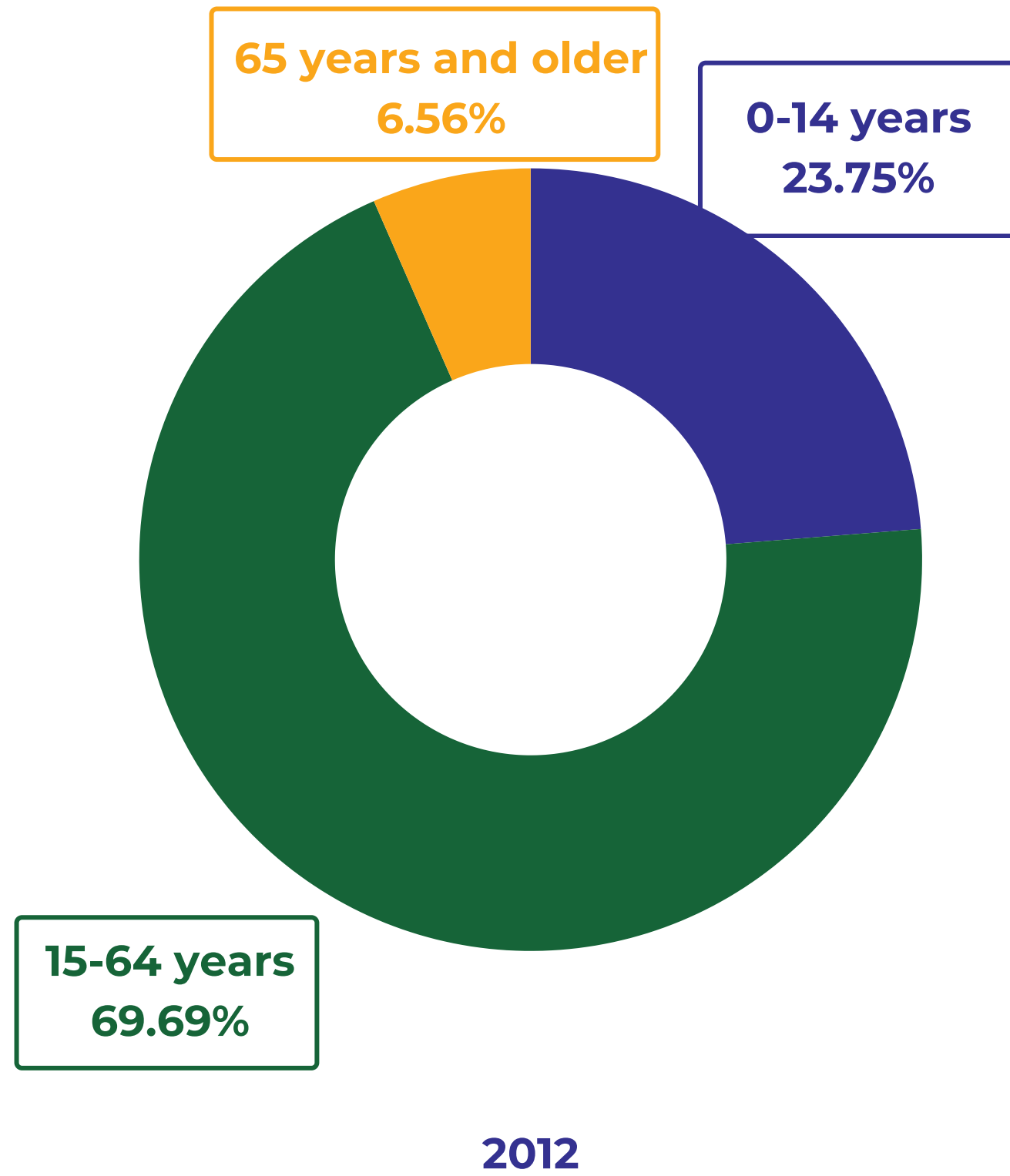
## RESIDENTIAL SEGMENT



With the current population growth rate and housing demand, **urban housing** must be **increased** by about **70 million m<sup>2</sup>** each year.

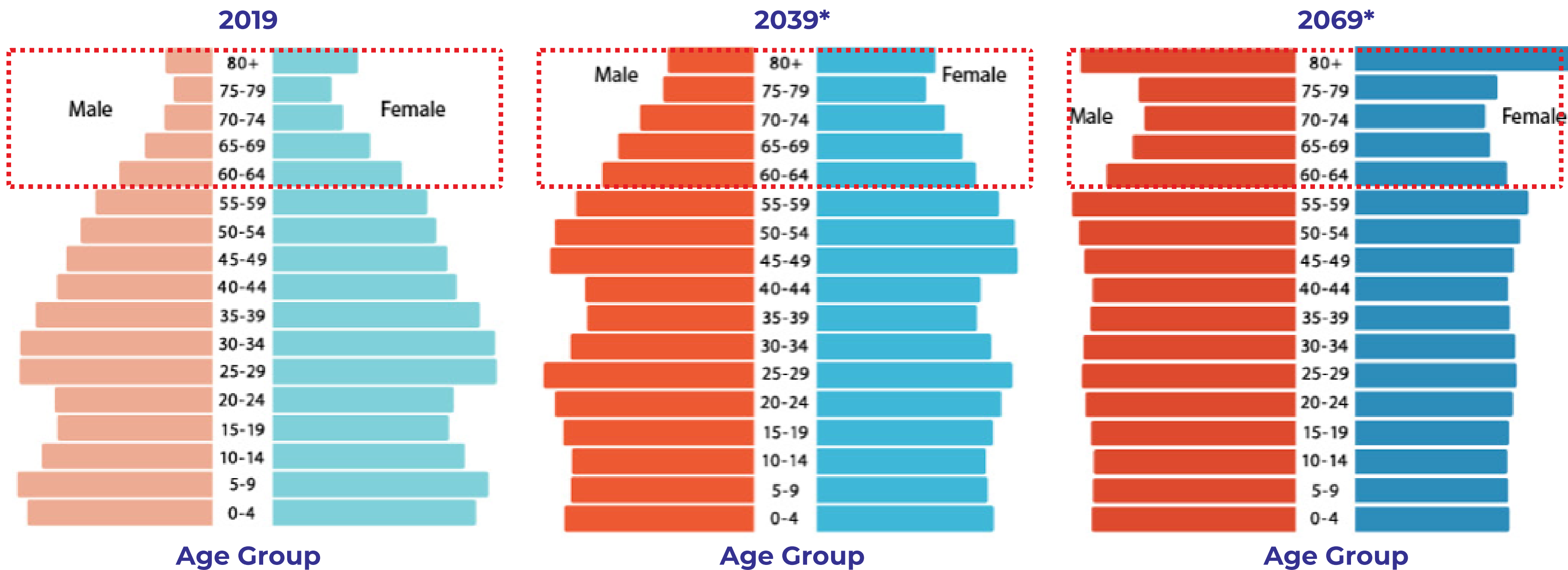


# VIETNAM'S AGE STRUCTURE 2012 & 2022





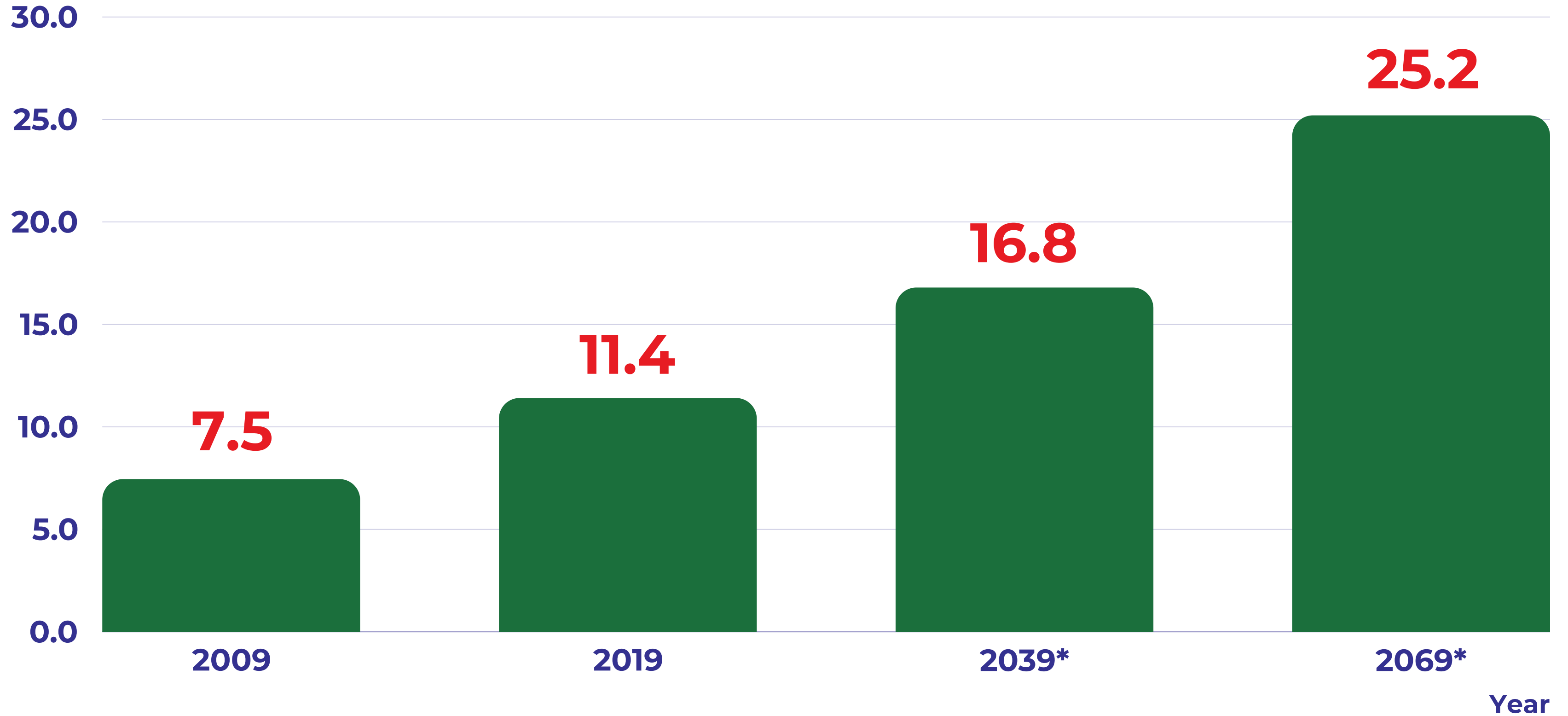
# VIETNAM POPULATION PYRAMID FROM 2019, 2039 & 2069





# NURSING HOME DEMAND

million people



\* Forecast

Sourcing: General Statistics Office of Vietnam



# NEW LAND LAW

EFFECTIVE FROM  
JAN.1ST, 2025



# LAND LAW, HOUSING LAW, AND LAW ON REAL ESTATE BUSINESS

**EFFECTIVE FROM**  
**JAN.1ST, 2025**



Create more favorable conditions for Overseas Vietnamese (OVs) in owning and trading real estate property.

Foreign-invested enterprises may own housing within housing investment projects.





**WOULD YOU LIKE TO INVEST IN  
VIETNAM'S REAL ESTATE INDUSTRY?**





[www.vntpa.org/projects](http://www.vntpa.org/projects)



**EDUCATION**



**INDUSTRIAL PARK & LOGISTICS**



**HOUSING & URBAN**



**NURSING HOME & HEALTHCARE**



**POWER**



**AGRICULTURE & AQUACULTURE**



# WOULD YOU LIKE TO INVEST IN VIETNAM'S REAL ESTATE INDUSTRY?



**To view all official projects  
calling for investment in Vietnam**

[www.vntpa.org/projects](http://www.vntpa.org/projects)



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Vietnam Tourism Property Association - VnTPA

# About VnTPA





**HỘI BẤT ĐỘNG SẢN DU LỊCH VIỆT NAM**  
Vietnam Tourism Property Association - VnTPA

**THE ONLY**  
**NATIONAL ASSOCIATION IN BOTH THE**  
**TOURISM AND REAL ESTATE INDUSTRIES**  
**IN VIETNAM**

### **About Us (Est. 2007)**

During the past 15 years, we have played an important role in contributing to policies to develop the tourism and real estate industry in Vietnam. We have well supported central, local governments, businesses, investors operating in this field.



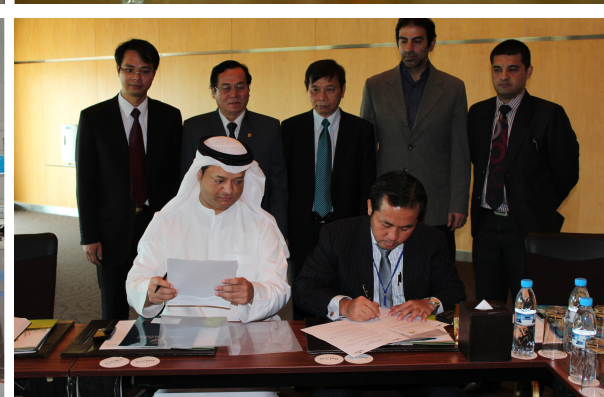
**Mr. Than Thanh Vu**  
Founder & Chairman  
**President@VnTPA.org**

[www.VnTPA.org](http://www.VnTPA.org)

VnTPA has over  
**20,000 members**  
in all major  
**63 provinces / cities**  
in Vietnam



# Activites





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February 2024





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**Vietnam Tourism Property Association - VnTPA**

**Thank you for  
visiting Vietnam**



**President@VnTPA.org**



**www.VnTPA.org**

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