

# VIETNAMESE SENTIMENTS ABOUT TET 2026

A snapshot of consumer confidence and the spending behaviors in TET 2026



Tet is Vietnam's defining season of reunion, remembrance, and renewal. Strong 2025 growth (GDP +8.02%) lifted confidence heading into Tet 2026, yet tariff frictions, rising everyday costs, and global uncertainty tempered sentiment.

Vietnamese households came into Tet 2026 with **optimism and pragmatism**. Growth was solid and everyday costs were top of mind. In that balance, people protected what matters most—family meals and time together—while becoming more deliberate about the rest.



**65%**

Feel same or more excited compared to last Tet



**84%**

Spent the same or more than last year



**62%**

Spend time at home with family through the holiday



**53%**

Purchase 1-2 weeks before TET

## THE TET SENTIMENT REPORT

A survey among 500 Vietnamese people from 18-55 years old in HCM, HN, Da Nang and Can Tho, between 12-17 March 2026

The report will give you quick overview on:

- 1 What was the sentiment of Vietnamese consumers about TET 2026?**
- 2 How was the consumer spending behaviors in TET 2026 given this sentiment?**
- 3 What's next for TET 2027?**