Milk tea (bubble tea) demand in Vietnam
Overview

This survey was conducted in order to find out the milk tea drinking behavior & brands evaluation of the popular milk tea shops.

The survey was conducted to over 350 male and female 15 – 39 years old living in HCM and Hanoi.
Milk tea recognition

73% recognizes the milk tea, the ratio is higher at elders (88%) & HCM (91%).

Q. Do you know milk tea? (n=737)
When they are aware of milk tea

67% knows about milk tea more than one year.

Q. When was the first time that you knew about milk tea? (n=354)
Friends are the main channel in awareness about milk tea, followed by the stores near my place/studying/working & see everyone around drink it.

Q. How did you know it? (n=354)
If they have taken milk tea before

91% drinks milk tea, the ratio is higher at youngsters with 95%.

Q. Do you drink milk tea? (n=354)
Drinking frequency

About 50% drinks milk tea at least once a week, the number is higher at youngsters with 60%.

Q. How often do you drink milk tea? (n=321)
Hang out with friends, feeling like drinking or relax after working are the main occasions people usually drink milk tea most.

**Q. What are the occasions that you drink milk tea? (n=321)**
Favorite soft drink

Smoothies is the type of drinking liked most with 36%, followed by milk tea (23%) & milk coffee (21%).

Q. Please rank the following in terms of your likeness: (n=354)
Images associated with milk tea

When talking about milk tea, delicious, relax & for youth are the images used visualization most with 30% above.

Q. What are the images that comes up on your mind when you hear "milk tea"? (n=354)
## Milk tea shops in Vietnam

<table>
<thead>
<tr>
<th>Shop Name</th>
<th>Established Year</th>
<th>Total</th>
<th>Hanoi</th>
<th>Ho Chi Minh</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ding Tea</td>
<td>Before 2010</td>
<td>89</td>
<td>61</td>
<td>2</td>
<td>26</td>
</tr>
<tr>
<td>Toco Toco</td>
<td>2013</td>
<td>61</td>
<td>32</td>
<td>4</td>
<td>25</td>
</tr>
<tr>
<td>Gong Cha</td>
<td>2006</td>
<td>15</td>
<td>2</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>Phuc Long</td>
<td>2013</td>
<td>16</td>
<td>0</td>
<td>15</td>
<td>1</td>
</tr>
<tr>
<td>Hot &amp; Cold</td>
<td>2012</td>
<td>31</td>
<td>1</td>
<td>24</td>
<td>6</td>
</tr>
<tr>
<td>Hoa Huong Duong</td>
<td>2006</td>
<td>18</td>
<td>0</td>
<td>16</td>
<td>2</td>
</tr>
<tr>
<td>Tien Huong</td>
<td>2014</td>
<td>47</td>
<td>4</td>
<td>33</td>
<td>10</td>
</tr>
<tr>
<td>Bobapop</td>
<td>2012</td>
<td>49</td>
<td>15</td>
<td>28</td>
<td>6</td>
</tr>
</tbody>
</table>

*First milk tea shops opening*
Shops in Hanoi
Milk tea shops popularity in Hanoi

In Hanoi, Ding Tea is the shop visited most with 49%, followed by Toco Toco (16%) and Gong Cha (9%).

Q. Which chain milk tea shops have you been to? Which chain milk tea shop do you go to the best? (n=159)
Gong Cha is evaluated highest at good location, cleanness & country origin, while Toco Toco is evaluated high at convenient for take a way, seat availability & atmosphere.

Q. Please evaluate the followings for milk tea shop you come usually most from 0 to 10.
Stores that they used to go (but not now) - Hanoi

Although the visiting ratio are very high, but the giving up ratio are not really high with Ding Tea & Toco Toco.

Q. Which chain milk tea shops did you come before, but without any more? (n=159)
Bad location, bad taste are the main reasons make Hanoi people give up the shops, followed by bad price & bad quality.

Q. What are the reasons make you don't come these milk tea shops any more? (n=120)
Shops in Ho Chi Minh
Milk tea shops popularity in Ho Chi Minh

In HCM, Hot & Cold is the shop visited most with 22%, followed by Hoa Huong Duong (14%) and Phuc Long (13%).

Q. Which chain milk tea shops have you been to? Which chain milk tea shop do you go to the best? (n=162)
Phuc Long is evaluated highest at brand, good taste & convenient for take a way. Hoa Huong Duong is also evaluated high at brand & good taste.

Q. Please evaluate the followings for milk tea shop you come usually most from 0 to 10.
Hoa Huong Duong, Phuc Long are the shops given up most, followed by Gong Cha, Tien Huong, Hot & Cold in HCM.

Q. Which chain milk tea shops did you come before, but without any more? (n=162)
Reasons for giving up - Ho Chi Minh

Bad price, bad location & bad quality are the main reasons make HCM people give up the shops.

Q. What are the reasons make you don't come these milk tea shops any more? (n=122)
Good taste, convenient for take a way are the factors evaluated at both cities for the shops.

Q. Please evaluate the followings for milk tea shop you come usually most from 0 to 10. (n=269)
Bad price, bad location & bad quality are the main reasons make people give up the shops.

Q. What are the reasons make you don't come these milk tea shops any more? (n=242)
AUDIENCE PROFILE
Respondent profile (N=354)

Gender
- Female, 50%
- Male, 50%

Age
- 15-22, 31%
- 23-29, 36%
- 30-39, 32%

City
- Hanoi, 50%
- Ho Chi Minh, 50%
Q&Me – About Online Market Research Services
Our Solution

Survey is conducted via mobile phone and the data is processed real-time

**Affordable**
1/3 of the competitor pricing

**Quick**
Takes 24 - 48 hours for most surveys, proving real-time analysis

**High quality**
Superb real-time analysis for flexible and accurate data collection
Our Advantage: Direct Panel Management

Our strength is 16-39 years old and urban areas. This is where most biz customers would like to research. 180,000 members as of Nov, 2016

Age

Gender

City

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</thead>
<tbody>
<tr>
<td>%</td>
<td>1</td>
<td>1</td>
<td>18</td>
<td>31</td>
<td>14</td>
<td>7</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>1</td>
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</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
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<tbody>
<tr>
<td>%</td>
<td>56</td>
<td>44</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>City</th>
<th>HCM</th>
<th>Hanoi</th>
<th>Can Tho</th>
<th>Da Nang</th>
<th>Hai Phong</th>
<th>Dong Nhai</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>47</td>
<td>19</td>
<td>18</td>
<td>6</td>
<td>3</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Male: 56%, Female: 44%
Our Advantage: Direct Panel Management

Our strength is 16-39 years old and urban areas. This is where most biz customers would like to research. 180,000 members as of Nov, 2016

Married Status
- Married, 25%
- Single, 72%
- Others, 3%

Household income
- <40M: 4%
- 30-40M: 3%
- 20M-30M: 5%
- 15 - 20M VND: 9%
- 10 - 15M VND: 15%
- 7.5 - 10M VND: 14%
- 5 - 7.5M VND: 24%
- < 5M VND: 26%

Smartphone ownership
- Do not own: 18%
- Others: 15%
- Sony: 6%
- Asus: 8%
- LG: 8%
- Nokia: 18%
- Samsung: 25%
- Apple: 27%
Contact Us

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