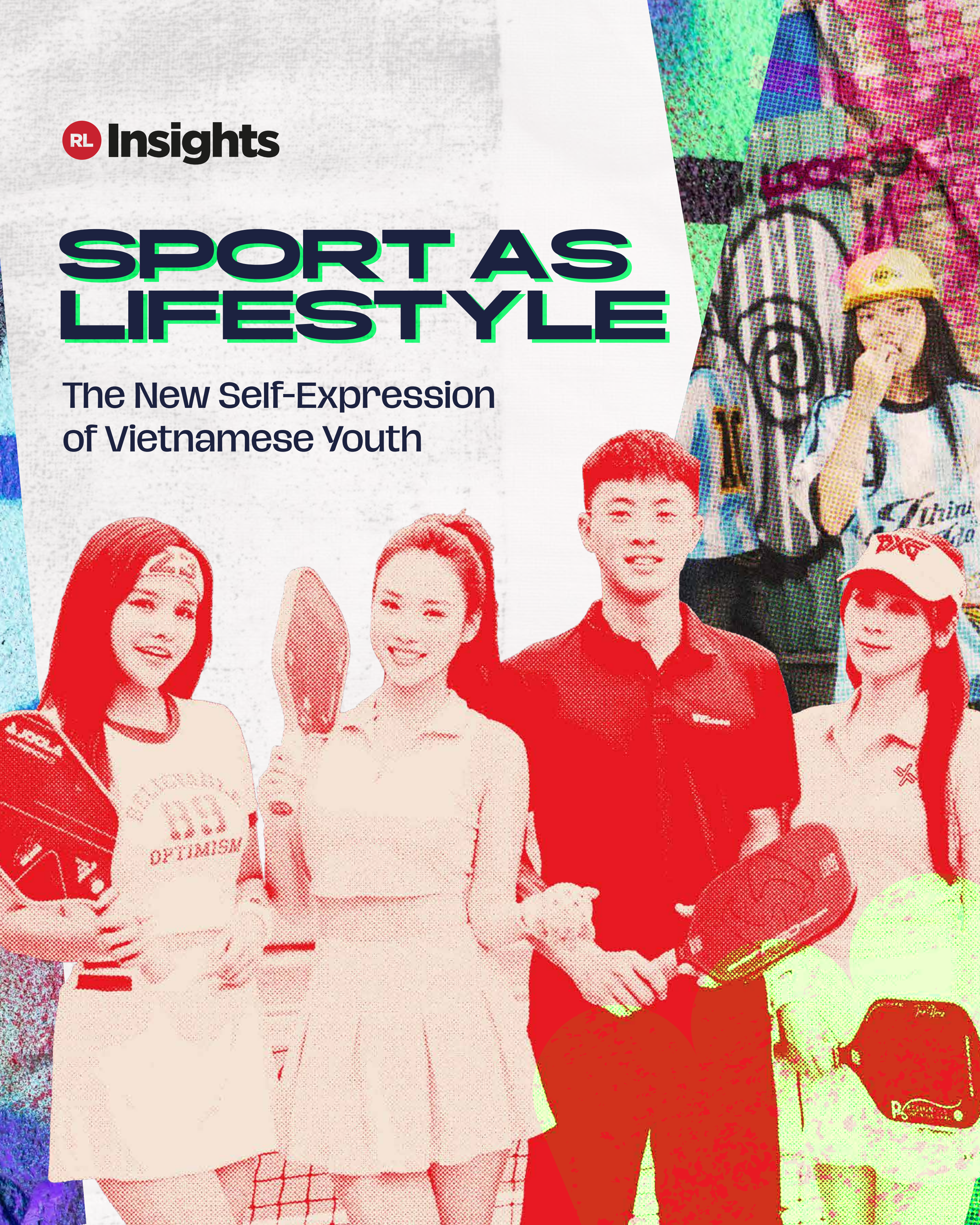


# SPORT AS LIFESTYLE

The New Self-Expression  
of Vietnamese Youth





Vietnam Youth & Sports Insight

# SUMMARY

Vietnamese youth increasingly view sports not just as exercise, but as a form of lifestyle and self-expression.

They want to look sporty and live actively, yet there remains a significant gap between aspiration and action.

**FEWER THAN  
40%**

of young people meet recommended physical activity levels, despite growing interest in sports culture.

Urban youth prioritise health and recreation over competition.

Sports-related sectors, fashion, equipment, and digital fitness have become among the fastest-growing markets in Vietnam.

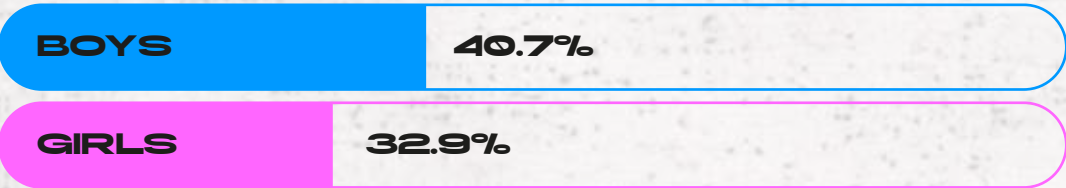




# KEY DATA & TRENDS

475 Grade-6 students in Gò Vấp District

**ONLY**  
**36.8%**  
met WHO's daily activity guideline



HCMC Secondary Student Study (2023, PubMed)

475 adolescents aged 12 in HCMC

**AVERAGE OF**  
**54.7** MINS PER DAY  
of moderate-to-vigorous activity.  
Below WHO's 60-minute recommendation

ResearchGate Study (2023)

918 university students aged 18-22

**TOP MOTIVATIONS**  
**61%** RECREATION  
**13%** HEALTH  
**10%** SOCIAL CONNECTION

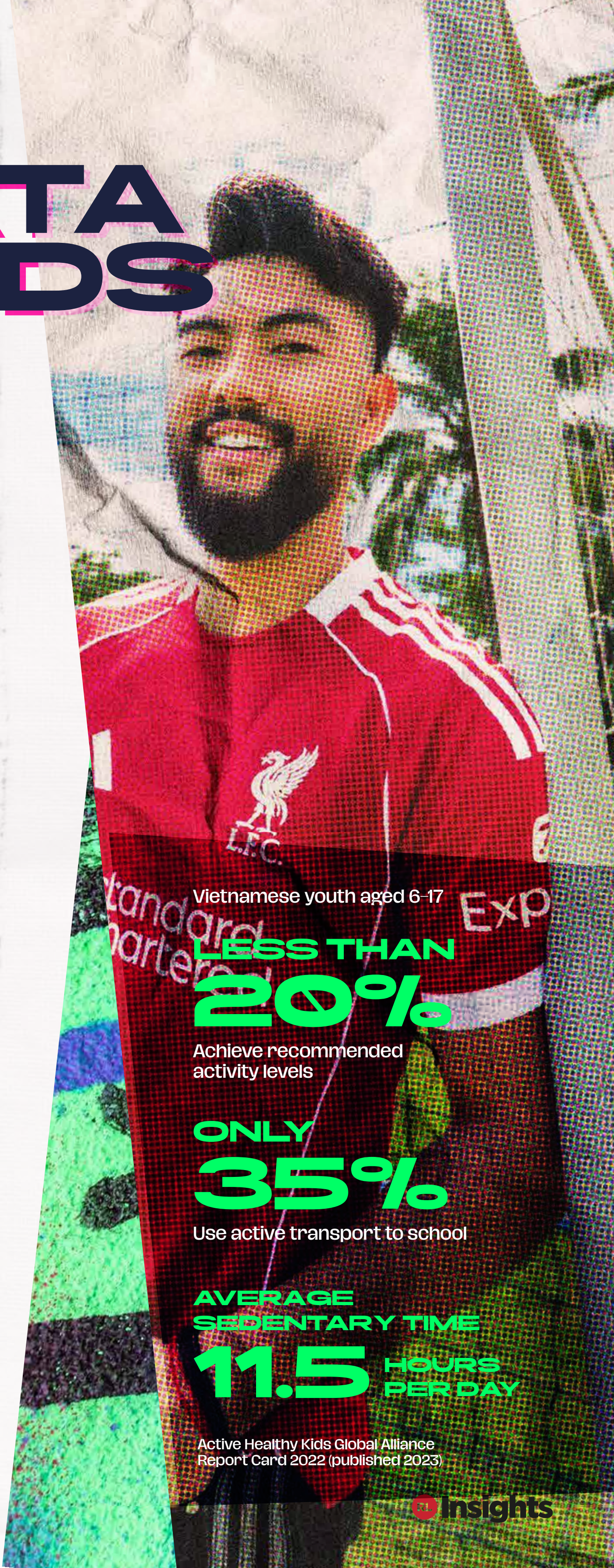
Females value health more;  
males value social bonding

VNU-HCM Sports Motivation Study (2025)

Sportswear consumers

**MARKET VALUE REACHED**  
**\$113.9M** (US)  
driven by "rising youth engagement in  
sports & fitness lifestyle."

IMARC Vietnam Athletic Footwear Market Report (2024)



Vietnamese youth aged 6-17

**LESS THAN**  
**20%**

Achieve recommended  
activity levels

**ONLY**  
**35%**

Use active transport to school

**AVERAGE**  
**SEDENTARY TIME**  
**11.5** HOURS PER DAY

Active Healthy Kids Global Alliance  
Report Card 2022 (published 2023)



# KEY INSIGHTS

Vietnamese Gen Z love sports as a lifestyle, but don't always move like athletes.

Sports have evolved into a medium for self-expression, community and style.

However, only one-third of youth consistently engage in physical activities.

The gap between “I love sports” and “I actually play sports” represents a major creative and brand opportunity.



Vietnam Youth & Sports Insight

# BEHAVIOURAL INSIGHTS

## Sport as a lifestyle identity

Many young people wear sportswear daily to project an active, confident image – even without regular workouts.

## Exercise for aesthetics, not endurance

“I want to look fit for social media” is a stronger motivator than long-term health.

## Preference for group activity

Working out with friends or joining online challenges increases consistency by 2.5× compared to solo routines.

## Barriers: time & environment

64% of students cite lack of time or accessible facilities as the main reason they don't exercise regularly.



Vietnam Youth & Sports Insight

# STRATEGIC IMPLICATIONS FOR BRANDS

## Lifestyle Activation

Transform “sport” into a daily cultural element – fashion × sport collaborations, campus events, micro-challenges.

.....

## Gamified Participation

Introduce app-based or social challenges (e.g., “10 minutes/day”) that make Gen Z feel sporty with minimal friction.

.....

## Community-Driven Content

Build content around peer groups – running clubs, gym buddies, basketball or esports communities.

.....

## Empowered Motivation

Shift narrative from achievement to self-empowerment: confidence, joy, and mental wellness through activity.





# EXAMPLE NARRATIVE

Vietnamese youth are redefining what it means to be sporty – it's no longer about running the fastest or scoring the most, but about living boldly, healthily, and confidently.

Only one in three meet daily activity standards, yet ten out of ten want to look like athletes.

That's where brands can step in, turning aspiration into action, and action into identity.



Vietnam Youth & Sports Insight

# KEY TAKEAWAYS

## High aspiration, low participation

fewer than 40% active despite positive attitudes

## Sport = Identity

a key part of Gen Z self-branding and confidence

## Community and digital social proof drive engagement

## The insight gap:

“I love sports” ≠ “I do sports.”