

Thriving e-sports industry IN VIETNAM

Vietnam's e-sports industry has seen significant growth, driven by an increase in players, tournaments, and investments.

The country's online population stands at 77%, with 61 million smartphone users, predominantly 'Gen Z,' who are the primary audience for gaming and e-sports.

Vietnam ranks 3rd for
Mobile Gaming

IN SOUTH EAST ASIA

54.6m PLAYERS

Vietnam's e-sports market revenue is projected to reach

\$5.8m in 2023

Expected annual growth rate of 10.89%, reaching an estimated

\$8.7m by 2027

E-sports Tournaments

Vietnam invested in e-sports facilities and hosted SEA Games 2022 with 40 disciplines.



NOTEABLE TOURNAMENTS

CS2 CHAMPIONSHIP 2023



Advertising

Using sponsorships, in-game ads, and collaborations effectively boosts brand visibility, builds partnerships, and engages the target audience.

86%

of viewers interact with brand ads.

User penetration rate to increase

10.3%
by 2027

Ads with in-game prizes and video ads are most effective

ARPU expected at **\$0.70**

Sponsorship & advertising to reach **\$2m**

40m

gamers in Vietnam

85%
are adult gamers

38%
female players

POPULAR PLATFORMS

44.9%
PC

42.2%
mobile



Sessions last **1 to 3**

HOURS

10:16

Average weekly gaming hours

(SECOND ONLY TO CHINA)

Most played games

LEAGUE OF LEGENDS Dominates on PC **67.2%**

Most popular mobile games...

FREE FIRE



LIÊN QUÂN ARENA OF VALOR



Vietnam's e-sports industry presents a promising market for gaming and advertising, driven by its enthusiastic and growing gaming community.