

# Google Play & Android 2024 Impact and Contributions for Vietnam



**Source:** Survey of 1077 online adults based in Vietnam conducted from February - March 2025. All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by age, gender, education level, and region to nationally representative proportions. This is Public First analysis, using both non-Google proprietary and publicly available information. Where information has been obtained from third party sources and proprietary research, this is clearly referenced alongside the economic modelling techniques employed in our methodology document. A full modelling methodology can be accessed [here](#).

# Google Play & Android are empowering Vietnamese developers & businesses

Vietnam's digital economy is expanding rapidly, fueled by a young, tech-savvy population and high smartphone penetration. As one of Southeast Asia's fastest-developing tech hubs, Vietnam has emerged as a dynamic destination for software development, digital services, and mobile innovation.<sup>1</sup> Within this high-growth environment, Google Play and Android are playing pivotal roles in democratising access to technology, providing critical foundations for scale and accessibility, and accelerating the country's digital transformation journey.

**48**  
million

The number of Vietnamese people who can access the internet through Android.

## Expanding access:

## Android's role in digital empowerment.

A large number of Vietnamese people are accessing the internet for the first time on a mobile phone. Android is the world's most common mobile operating system, and is utilised by smartphones, tablets, laptop computers, and other smart technology produced by a range of companies. As a mobile first country, Vietnam benefits immensely from Android's reliable systems, which help its citizens access the internet and participate in the digital economy.

### Ensuring widespread connectivity

**86%**

of Vietnamese users' first-time access to a smartphone is via an Android device, helping to diffuse digital tools across the economy. **63%** of those Android users would have accessed the internet for the first time via the Android operating system.

### Connecting users to essential public services

**88%**

of Android users say their Android phone is one of the main ways they access digital public services in Vietnam such as online government portals or healthcare applications.

### Enabling access to financial tools

**66%**

of users in Vietnam say their Android phone is now the most common tool they use for payments, as Android helps to boost financial inclusion.

<sup>1</sup> Vietnam's Future Digital Economy, The Commonwealth Scientific and Industrial Research Organisations, May 2019

## Furthering inclusivity:

# Android's role in building a safe and accessible AI-powered digital ecosystem.

Beyond initial access, Android plays a crucial role in ensuring a safe and inclusive digital environment for Vietnamese users. By prioritising security measures and incorporating accessibility features, Android fosters trust and empowers a wider range of individuals to fully participate in the digital economy.

### Protecting people from scams

**72%**

of Android users are confident in the anti-malware protection of their Android device, helping them feel more secure from bad actors.

### Supporting those with accessibility requirements

**38%**

of Android users regularly use voice, audio, or mobility tools such as speech-to-text, text-to-speech and Switch Access functionality. This ensures hearing and visually impaired users, as well as those with limited mobility, can access the digital world.

### Facilitating AI adoption

**77%**

of Android users first started using AI through an app on their Android device, supporting Vietnamese people to adopt new technologies and benefit from associated productivity gains, which contributes to technological inclusivity.

## Powering innovation:

# The global reach of Vietnam's developer and app economy.

With access to cutting-edge tools, training resources, and monetisation options such as subscription and advertising models, developers can build world-class apps and grow sustainable businesses with Google Play.

### Fostering Vietnamese talent

**150k**

Google Play helps to support over **150,000** Vietnamese developers and expand the reach of Vietnamese products abroad. **79%** of the country's app developers have overseas users.

### Connecting developers to users around the world

**6.1 billion**

total app downloads from the Play Store for Vietnamese developers, with **450 million** from domestic users and **5.7 billion** from overseas users.

### Driving digital exports

**VND 2 trillion**

was earned by Vietnamese app publishers as revenue from overseas consumers through Google Play in 2024.

# Driving economic impact: Google Play and Android's contribution to Vietnam.

The app ecosystem powered by Google Play and Android is also a key engine of growth for Vietnam's economy. Vietnamese businesses have expanded beyond national borders as a result of the app ecosystem, further reinforcing the transformative potential of the app economy in driving sustainable growth for Vietnam.

## Further job support in manufacturing

# +190,000

### local OEM manufacturing jobs

have been created in addition to the jobs created from the Android app ecosystem.

## Saving operating costs

# VND 25 trillion

saved by Android device makers in development and operating costs due to the open source nature of Android's offer.

**Disclaimer:** This report has been prepared by Public First for Google. All information in this report is derived or estimated by Public First analysis using both non-Google proprietary and publicly available information. **Google has not supplied any additional data, nor does it endorse any estimates made in the report.** Where information has been obtained from third-party sources and proprietary research, this is clearly referenced in the endnotes.

With the exception of desktop researched claims which have been footnoted, all claims in the report have been derived based on Public First modelling or polling. All estimates given here are Public First's best estimate at the time of publication. All calculations were done in USD, and have been converted to local currency based on average exchange rates in the last year.

This report has been prepared solely for information purposes over a limited period of time to provide a perspective on the market. It is not intended for investment purposes. Projected market and financial information, analyses, and conclusions contained in this report should not be construed as definitive forecasts or guarantees of future performance or results.

Google, Public First and their respective affiliates, or any other third party involved make no representation or warranty, either express or implied, as to the accuracy or completeness of the information in the report and shall not be liable for any loss arising from the use of this report.

Public First is a global strategic consultancy that works with organisations around the world to better understand public opinion, analyse economic trends and craft new policy proposals. For more information, please visit [our website](#).

## Supporting job creation in the app ecosystem

# +490,000

### direct, indirect, & spillover jobs

were created by the app ecosystem Google Play and Android has enabled in Vietnam, including OEM manufacturing jobs.

