

Vietnam's Digital Gateway:

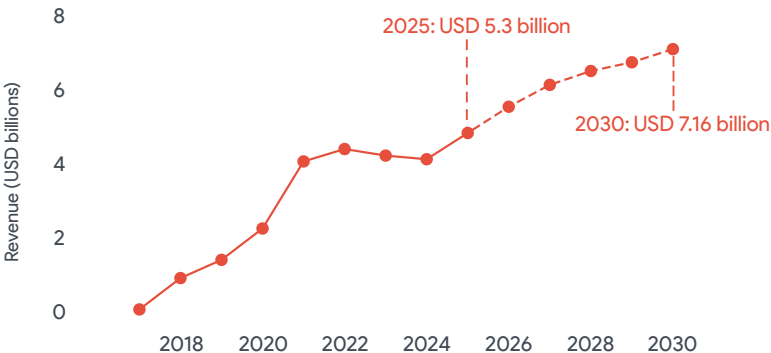
The Economic Impact of Google Play and Android in 2025



Google Play and Android are powering Vietnam's fast-growing digital economy.

Vietnam's digital economy is expanding rapidly, and Play and Android are at the heart of it, connecting a fast-growing developer community to hundreds of millions of consumers across apps, e-commerce, gaming, and the gig economy. Vietnamese developers are increasingly building for global audiences, with the country emerging as one of the most dynamic app export markets in the APAC region. Over the next five years, the ecosystem's economic impact is set to grow significantly.

P&A ecosystem revenue projected to grow by 34% over the next five years



500,000

The Google Play app ecosystem has enabled the creation of 500,000 direct, indirect and spillover jobs.

VND 140 trillion

In 2025, the Play & Android economy generated USD 5.3 billion or VND 140 trillion in revenue for app publishers and the wider economy in Vietnam, an increase of 21% compared to last year.

Moving to a global high-revenue app market

Vietnamese developers are increasingly building for the world, not just the domestic market. With overseas downloads outnumbering domestic ones by more than 14 to 1, Vietnam has established itself as a major app exporter. As app revenue grows faster than download volumes, Vietnamese publishers are shifting towards higher-value titles and more sophisticated monetisation strategies as the market matures.

82%

In 2025, Vietnam had the **4th largest** number of active developers registered on Google Play in the world. **82%** of the country's app developers have overseas users.

8.6 billion

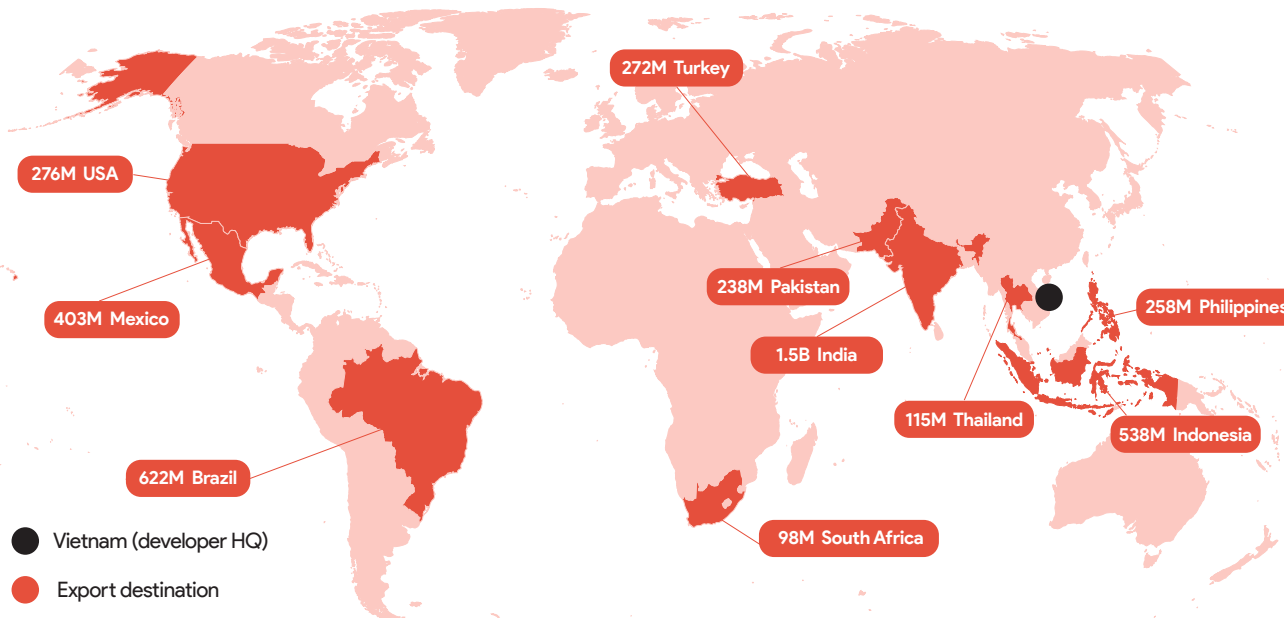
App developers in Vietnam saw **8.6 billion** total app downloads from the Play Store in 2025, marking a **39%** annual increase largely driven by a surge in overseas downloads.

69%

App developers in Vietnam earned **69%** more in revenue from domestic and overseas users compared to 2024.

Top app export destinations for Vietnamese developers, 2025

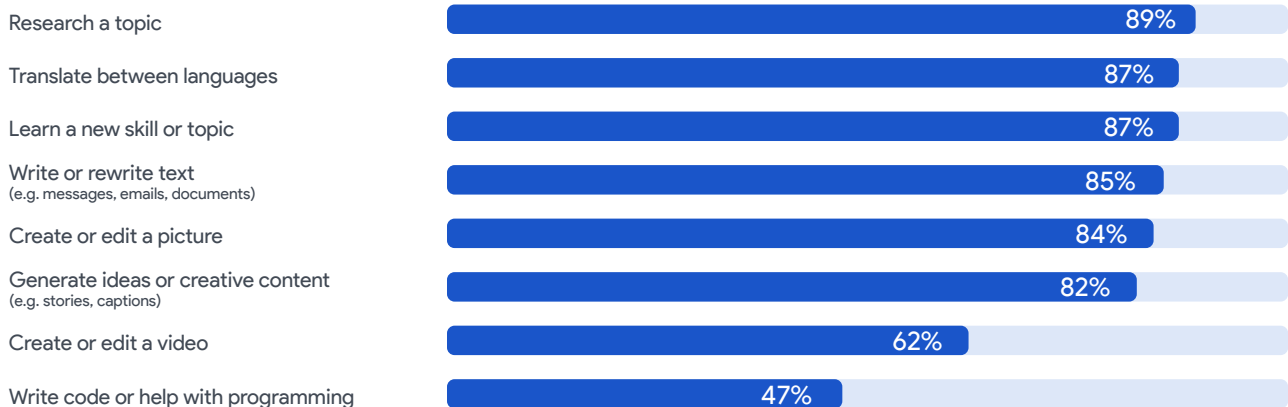
Overseas downloads in millions by consumer market



Android is bringing powerful AI tools to millions of people in Vietnam.

AI adoption is surging in Vietnam, with Android users embracing Gemini and other AI tools at some of the highest rates in the APAC region. Users are harnessing AI to learn new skills, translate between languages, edit photos, create videos, and save time, with their Android devices serving as the primary gateway to AI use.

Gemini most popular for research and translation



Share of Gemini users

6.4

hours/week

6.4 hours per week saved on average by Android Gemini users using AI tools for everyday tasks on their phones.

94%

trust Android

94% of users in Vietnam trust Android as a platform to access AI tools and features.

49 million

interested in vibe coding

80% of people in Vietnam — the equivalent of 49 million people — say they would be interested in using AI tools to vibe code their own app.

Boosting innovation and efficiency for Vietnamese developers

For Vietnamese developers, who already export more apps than almost any other market in the APAC region, AI tools are becoming a critical enabler of global competitiveness. As studios shift their focus from mass-market download volume towards higher-value titles and international monetisation, AI is helping them localise content faster, reduce development costs, and iterate more efficiently across multiple markets simultaneously.

33%

On average, we estimate that AI tools could increase Play and Android developer efficiency by 33% each year

7.4hrs/wk

7.4 hours per week saved on average by Play app developers in Vietnam who use Google's AI tools, helping them compete in global markets.

84%

of Play app developers who use Google AI tools in Vietnam agree that they were helpful in launching their app internationally.

89%

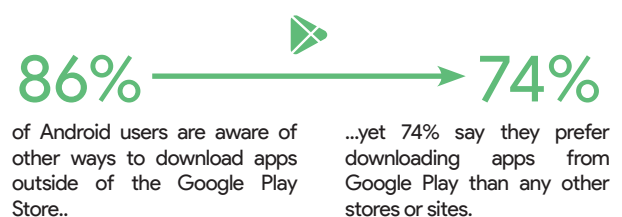
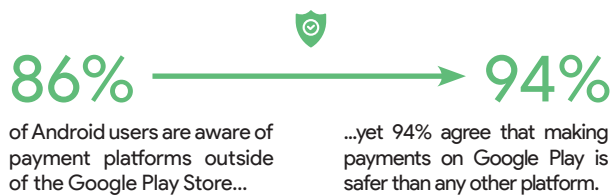
of Play app developers who use Google AI tools in Vietnam say that using AI tools has directly or indirectly helped them generate more revenue.¹

Building trust, safety, and choice in Vietnam's digital economy.

As tens of millions of Vietnamese users rely on their smartphones for payments, public services, and entertainment, maintaining trust in digital platforms is essential. Google Play's security protections give users the confidence to download, transact, and explore.

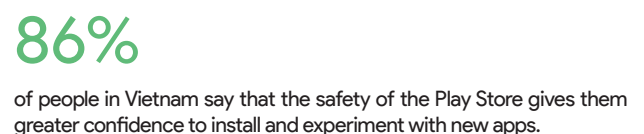
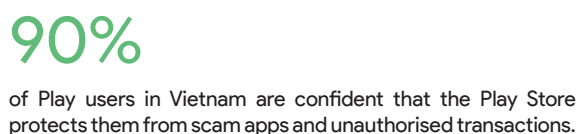
Play offers extensive consumer choice

Google Play gives users multiple options to download apps externally and use a range of payment methods. While users are aware of their alternative choices, their high levels of trust in Play mean that they continue to prefer Play over other options.



Users have great confidence in Play and Android's security

The prevalence of sophisticated phishing scams is making Vietnamese users anxious about accidentally compromising their data. Google is committed to building the safest and most trusted platform, addressing user anxieties while ensuring openness and user choice. This resonates with its users, with the majority reporting high levels of confidence across device and platform security.



Vietnamese Android users are most confident in the hardware security of their device



Share of Android users

Protecting families and enabling public services

As children increasingly access smartphones for learning and entertainment, parents value tools that help manage content and online interactions. Google Play Age Assurance uses AI to estimate user age and automatically apply safety settings, while Android is how most Vietnamese people access government services.

