



REPORT

Mobile app trends spotlight edition: Vietnam 2025

App performance
benchmarks and insights

ADJUST



Contents

Intro	3
Part 1: Gaming apps	4
ATT opt-in rates	5
Installs and sessions	6
Session lengths and retention rates	9
Part 2: Finance apps	12
Installs and sessions	13
Session lengths and retention rates	16
Part 3: Entertainment apps	19
Installs and sessions	20
Session lengths and retention rates	21

The methodology

VERTICALS:

Games, finance/fintech, entertainment

REGIONS:

Global, APAC, INSEA, SEA, Vietnam

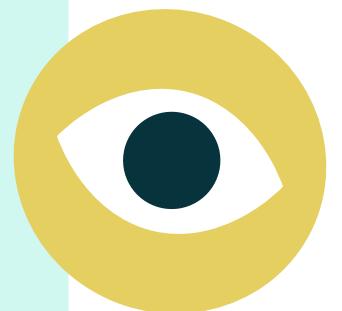
DATASET:

A mix of Adjust's top 5,000 apps and the total dataset of all apps tracked by Adjust. Our data comes from two sources, one including a list of 45 countries and one with approximately 250 based on the ISO 3166-1 standard.

DATA RANGE:

January 2023 - March 2025

In different sections of this report, we use different regional benchmarks (Global, APAC, SEA, and INSEA) to provide the most relevant context by vertical and to highlight Vietnam's performance across both global and regionally comparable markets.



INTRODUCTION

Vietnam's mobile app economy accelerates toward a new era

The mobile app market in Vietnam is surging into 2025, fueled by widespread smartphone adoption, near-universal mobile coverage, and a young, tech-forward population. With mobile connections covering [164% of the population](#) and [internet penetration approaching 80%](#), Vietnam has solidified its position as a mobile-first powerhouse in Southeast Asia. In 2024, the country [ranked eleventh globally by app downloads](#) (2.97 billion total) and ninth for time spent in apps—an impressive 100.8 billion hours—cementing its place as a major player on the global stage.

Gaming, finance, and entertainment apps are among the key app verticals driving this growth. Revenue in Vietnam's games market is projected to reach [\\$712.89 million by 2029](#), with 70% of the country's 12 million [gamers playing primarily on mobile devices](#). [Ultra casual, hybrid casual, and puzzle titles](#) are gaining momentum, as homegrown developers such as Amanotes, ABI Global, and iKame continue to launch chart-topping hits. In finance, mobile wallets are now a core part of daily life. The mobile payments market size is expected to reach \$47.56 billion in 2025 and grow to a huge [\\$76.04 billion by 2030](#). Entertainment habits are evolving, too. As demand for flexible, on-the-go content rises, short drama [apps like Melolo](#) are catering to a new era of mobile content consumption.

Combining robust 4G infrastructure with expanding 5G coverage and the increasing prevalence of artificial intelligence (AI) technology, it's easy to see why Vietnam's digital landscape is advancing rapidly. Super-app models, embedded finance services, and evolving content ecosystems are creating fresh opportunities across verticals. In this report, we explore the key benchmarks, user behaviors, and growth drivers that define Vietnam's dynamic mobile economy—and the strategies needed to succeed in one of Asia's fastest-growing digital and mobile markets.

PART1

Gaming apps





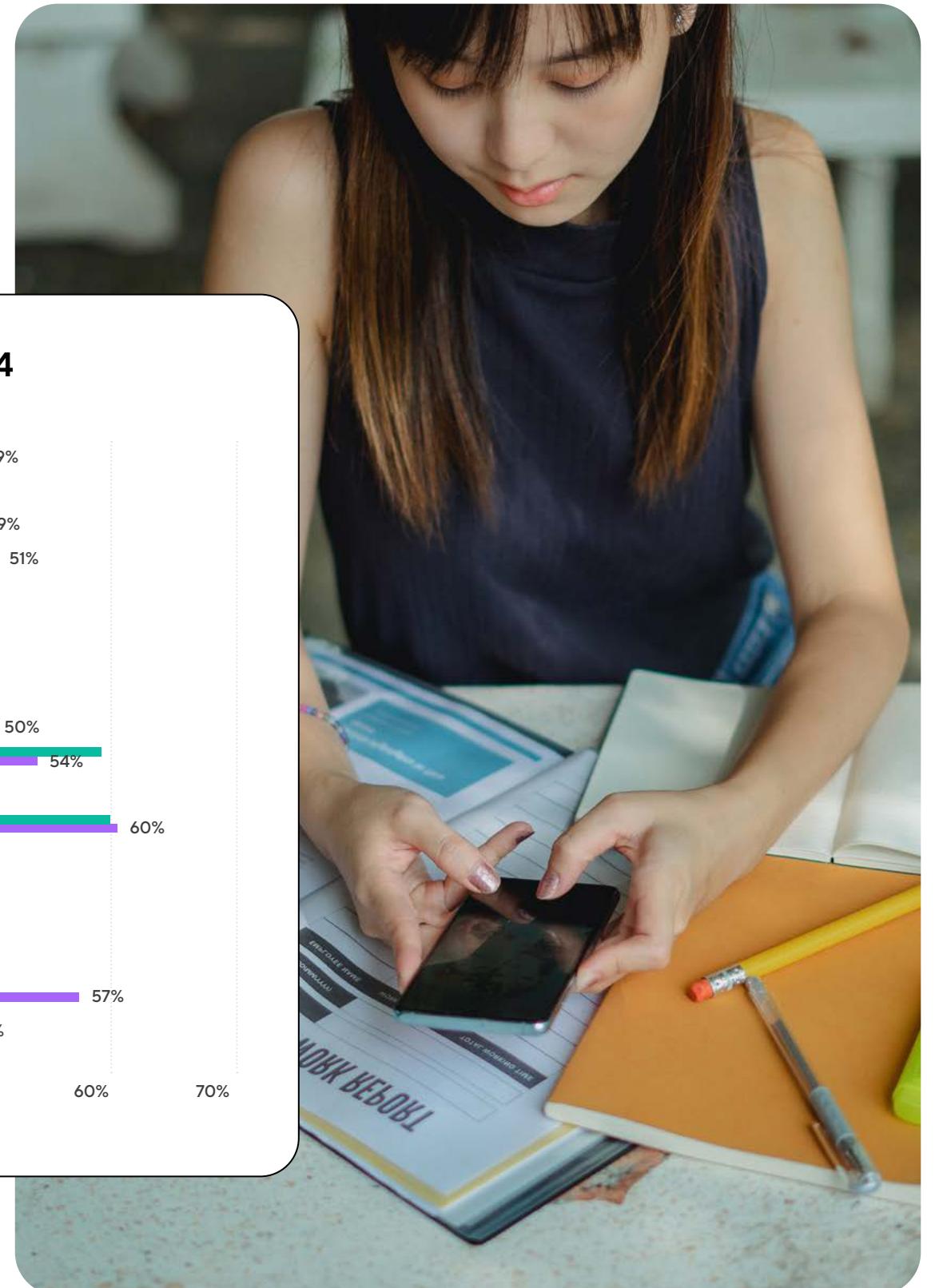
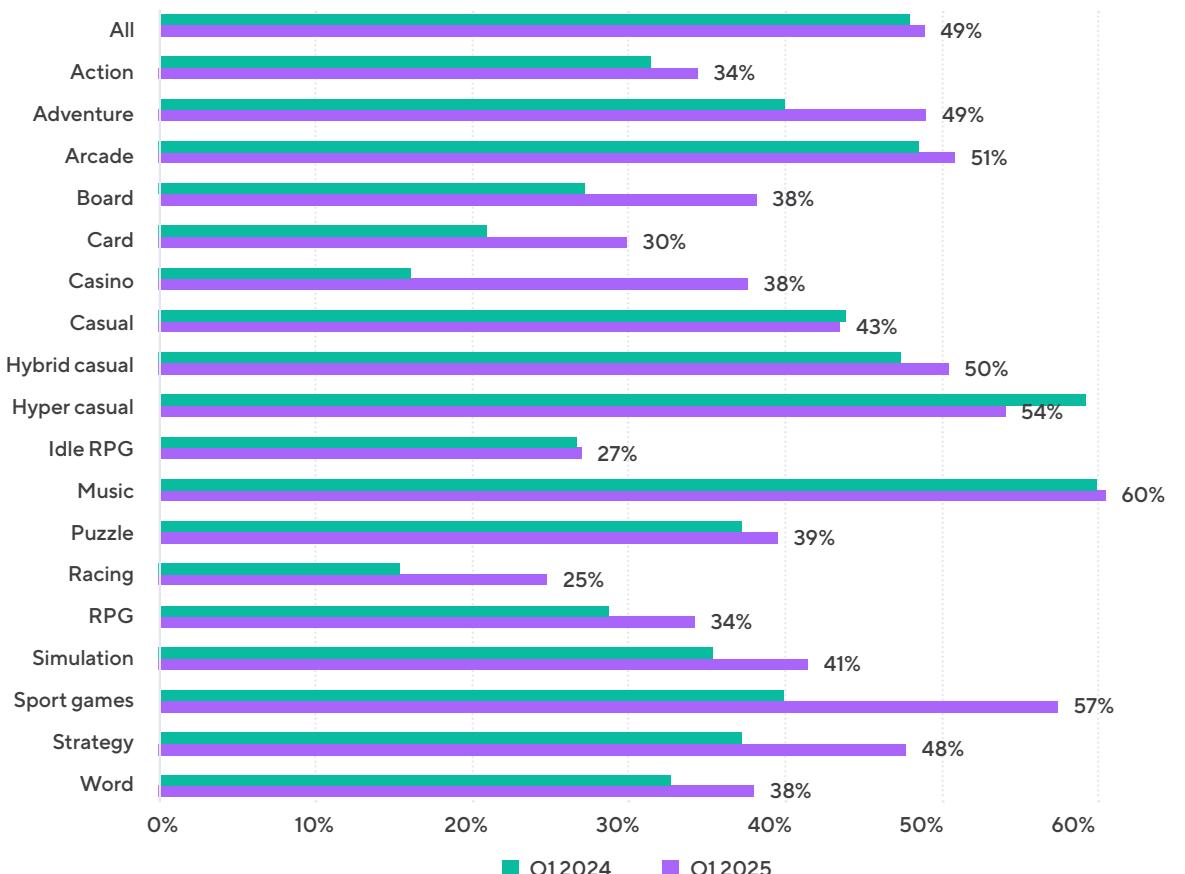
ATT opt-in adoption strengthens in Vietnam's mobile market

App Tracking Transparency (ATT) opt-in rates (among iOS users served the prompt) for gaming apps in Vietnam remained strong in Q1 2025, increasing slightly from 48% in Q1 2024 to 49%.

At the genre level, music (60%) and sports games (57%) had the highest opt-in rates, while hybrid casual games (50%) and puzzles (39%) also performed well. Hyper casual dipped from 59% to 54%, yet still exceeded the overall average.

This consistency highlights a user base that continues to engage with ATT prompts, signaling trust in the value exchange and offering a stable foundation for campaign measurement and optimization.

Gaming app ATT opt-in rates Q1 2025 vs. Q1 2024

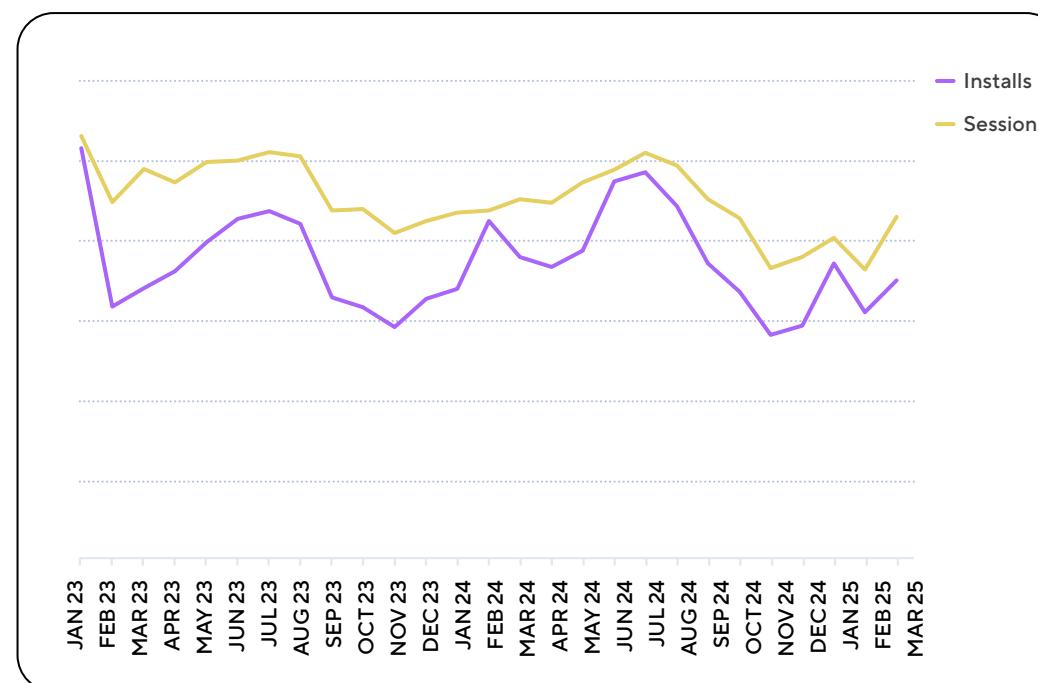


Installs and sessions

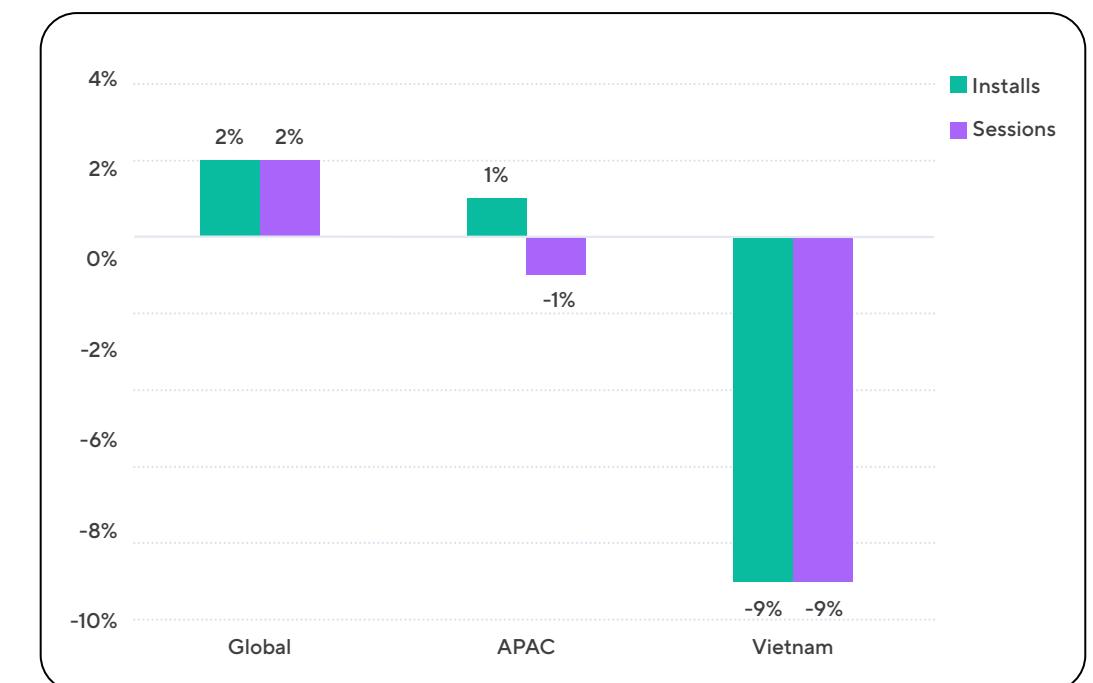
Gaming app installs in Vietnam grew 3% YoY in 2024, while sessions declined by 5%. Installs outpaced the annual average in February (+16%), June (+26%), and July (+25%), with sessions peaking in June (+11%) and July (+12%). Early 2025 showed a YoY decrease overall, but January installs came in 5% above the Q1 average, and sessions in March saw a 4% lift.

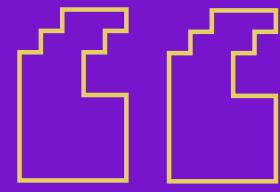
Vietnam's gaming app market experienced a 9% YoY drop in both installs and sessions in Q1 2025. This contrasts the modest growth at the global level, where installs and sessions rose by 2% each, and in APAC, where installs jumped by 1% and sessions dipped by 1%.

Gaming app install and session growth January 2024 - March 2025 (Vietnam)



Gaming app install and session growth percentages YoY Q1 2025 vs. Q1 2024

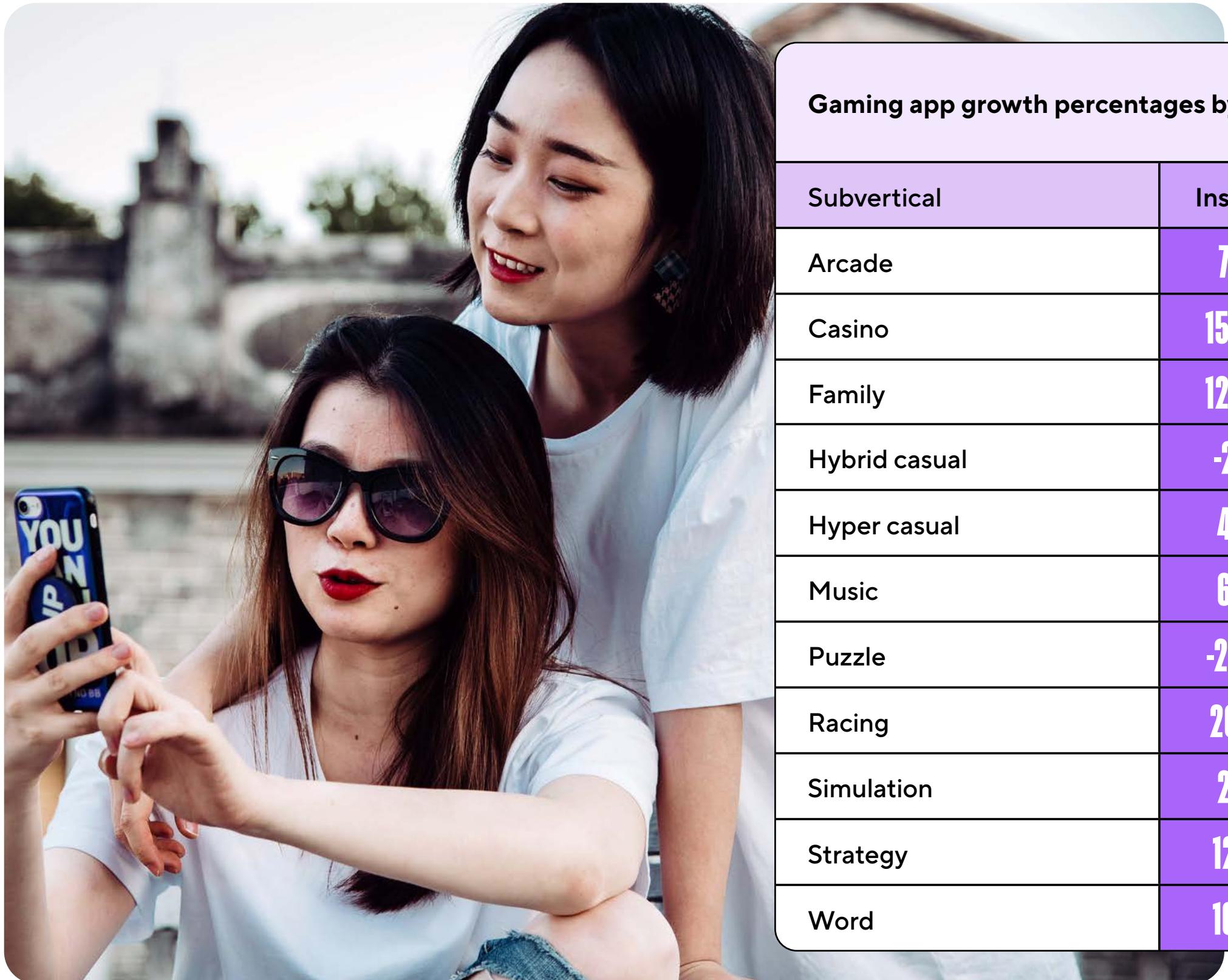




“The mobile gaming market is maturing quickly. Monetization is becoming more sophisticated, and so is the competition. Acquiring large numbers of users is no longer enough on its own. What matters now is how long you can keep players engaged throughout the lifecycle of the game.”



Nguyen Manh Quyet
CEO & Founder,
iKame Global



Gaming app growth percentages by subvertical YoY Q1 2025 vs. Q1 2024 (Vietnam)

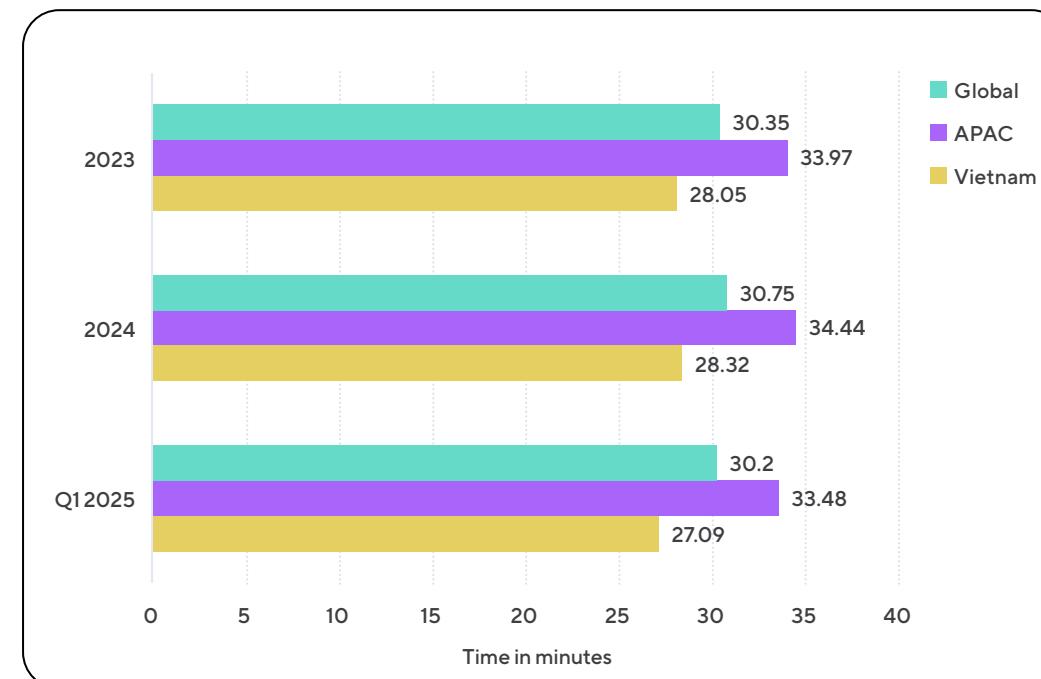
Subvertical	Installs	Subvertical	Sessions
Arcade	1%	Arcade	12%
Casino	155%	Casino	91%
Family	123%	Family	12%
Hybrid casual	-2%	Hybrid casual	6%
Hyper casual	4%	Hyper casual	30%
Music	6%	Music	-19%
Puzzle	-25%	Puzzle	1%
Racing	20%	Racing	41%
Simulation	2%	Simulation	10%
Strategy	12%	Strategy	14%
Word	16%	Word	-10%

Session lengths and retention rates

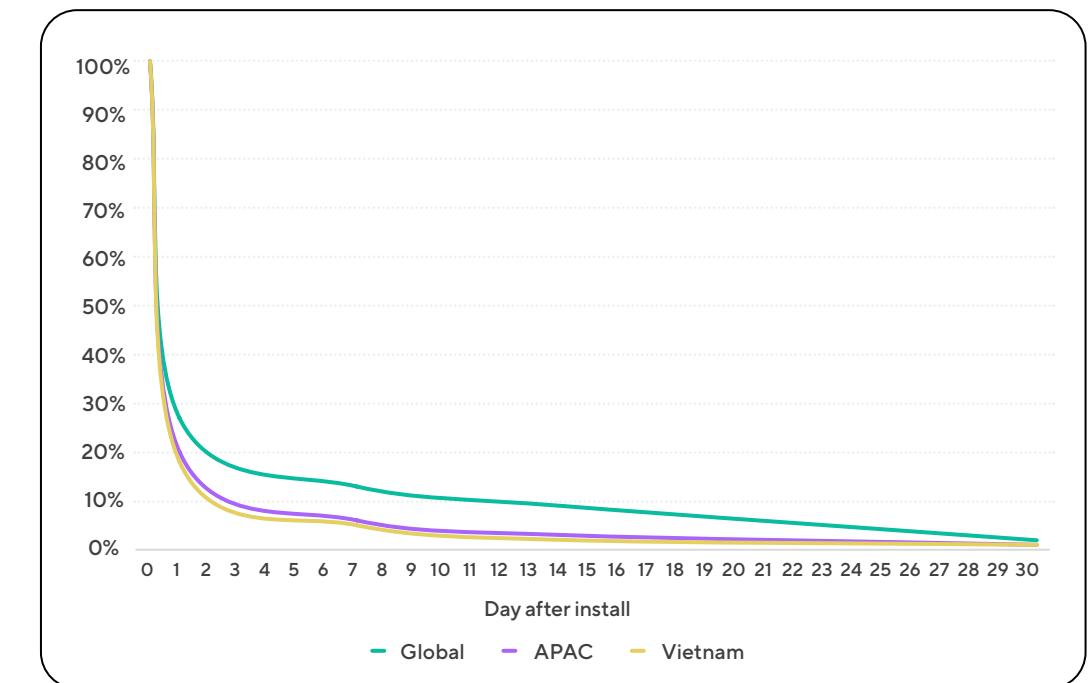
Gaming app session lengths in Vietnam shortened from 28.32 minutes in 2024 to 27.09 minutes in Q1 2025. Session lengths globally and in APAC also decreased minimally, with the former averaging 30.02 minutes in Q1 2025 and the latter 33.48 minutes.

In Q1 2025, gaming apps in Vietnam had a day 1 retention rate of 18%, compared to 20% across APAC and 27% globally. By day 7, Vietnam's retention stood at 5%, while APAC averaged 6% and global reached 13%. Day 30 retention in Vietnam was 1%, similar to APAC and slightly below the global benchmark of 2%. Vietnam's lower figures can largely be attributed to the prevalence of ultra and hyper casual titles, which—by design—attract high UA volume but low retention.

Gaming app session lengths 2023 - Q1 2025



Gaming app retention rates Q1 2025





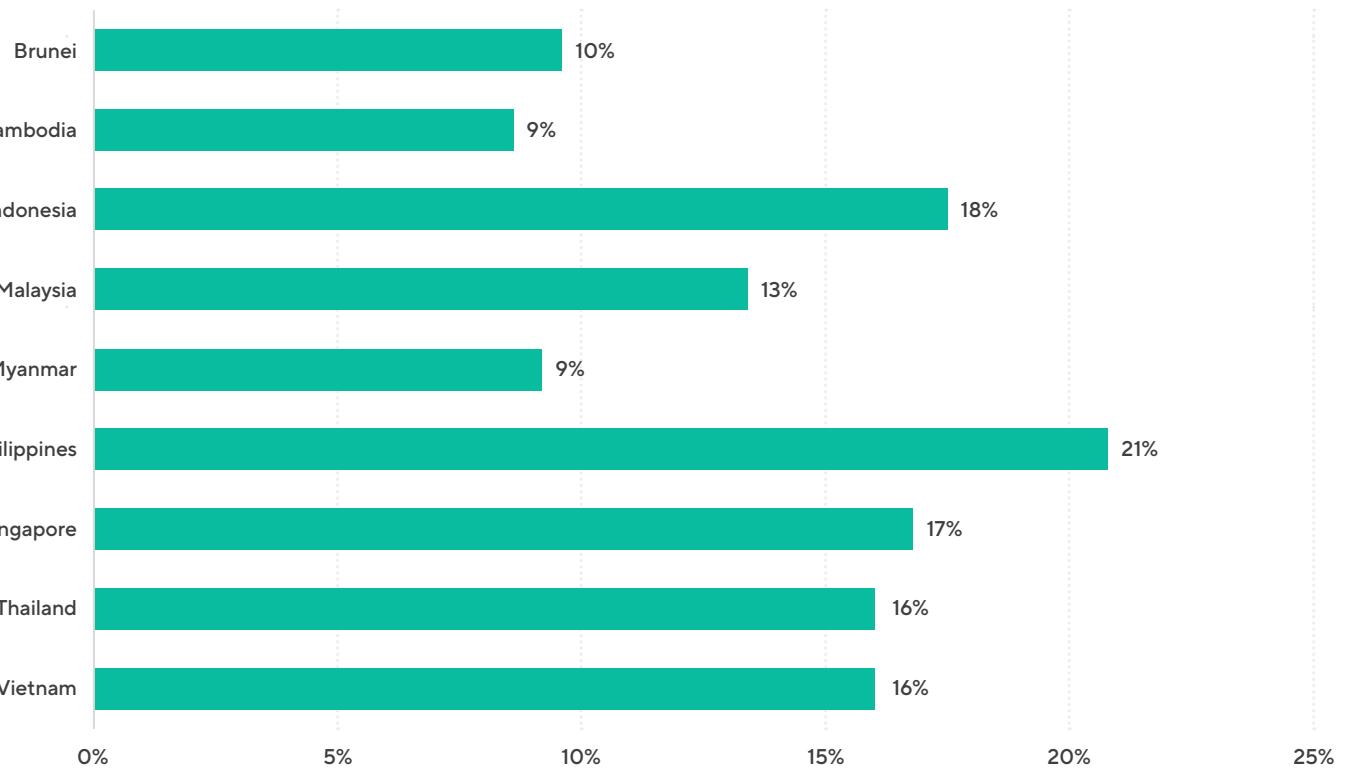
Gaming app session lengths by subvertical 2024 - Q1 2025 (Vietnam) time in minutes		
Subvertical	2024	Q1 2025
Family	18.33	22.23
Hyper casual	15.64	18.11
Idle RPG	35.97	37.10
Music	12.30	14.17
Puzzle	21.87	24.88
Racing	12.30	14.13
Sport games	24.51	25.27
Trivia	11.74	12.63
Word	12.63	18.34

Gaming app day 1 retention rate by subvertical 2024 - Q1 2025 (Vietnam)		
Subvertical	2024	Q1 2025
Adventure	18%	19%
Board	23%	23%
Casino	9%	11%
Casual	17%	18%
Puzzle	18%	19%
Simulation	17%	18%
Strategy	15%	17%
Word	17%	19%

Chinese gaming apps capture notable share in Vietnam

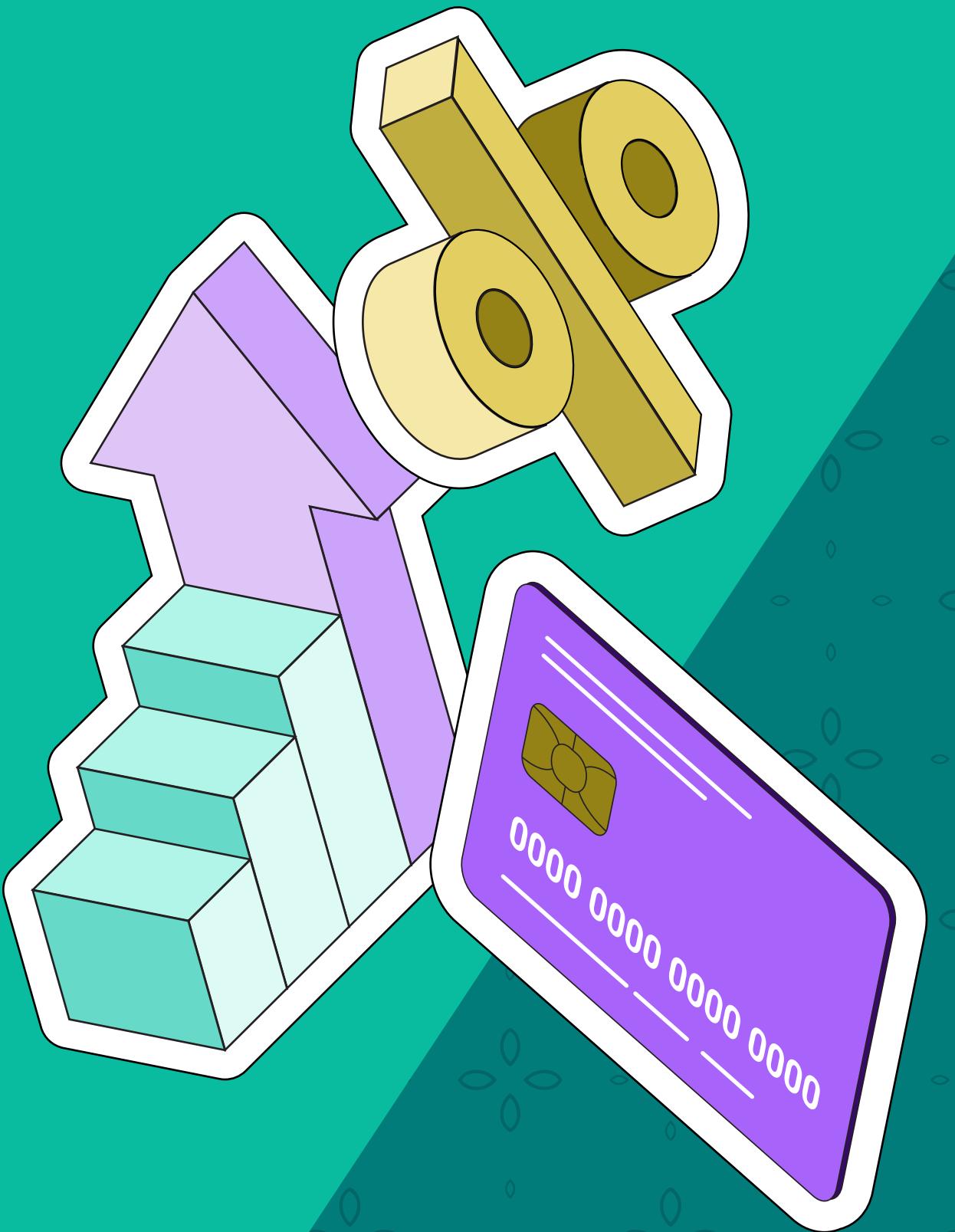
In 2024, Chinese-owned gaming apps accounted for 16% of installs in Vietnam. For comparison within SEA, Thailand matched this share at 16%, while Singapore recorded a moderately higher 17%. The Philippines led the region with a 21% share, followed by Indonesia at 18%. Malaysia, Brunei, Myanmar, and Cambodia each charted shares between 9% and 13%.

Chinese gaming app install share 2024



PART 2

Finance



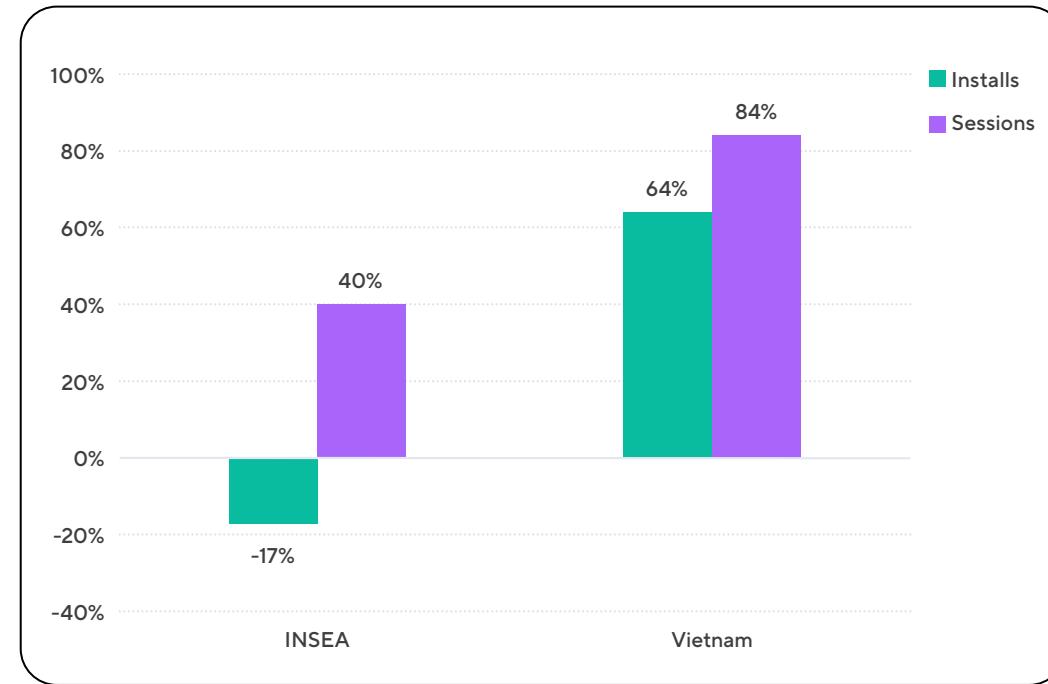
Installs and sessions

Finance app install and session growth January 2024 - March 2025 (Vietnam)



Finance app installs in Vietnam surged 70% YoY in 2024, while sessions climbed even higher, up 99%. After fluctuating through the first half of the year, install growth began to rebound in August, peaking between September and December with gains of 20-60% above the yearly average. Sessions picked up from March, with standout spikes in November (+35%) and December (+38%). Following this trend, Q1 2025 saw healthy activity—installs increased 9% in March compared to the quarterly average and sessions continued to grow at a consistent rate (+5%).

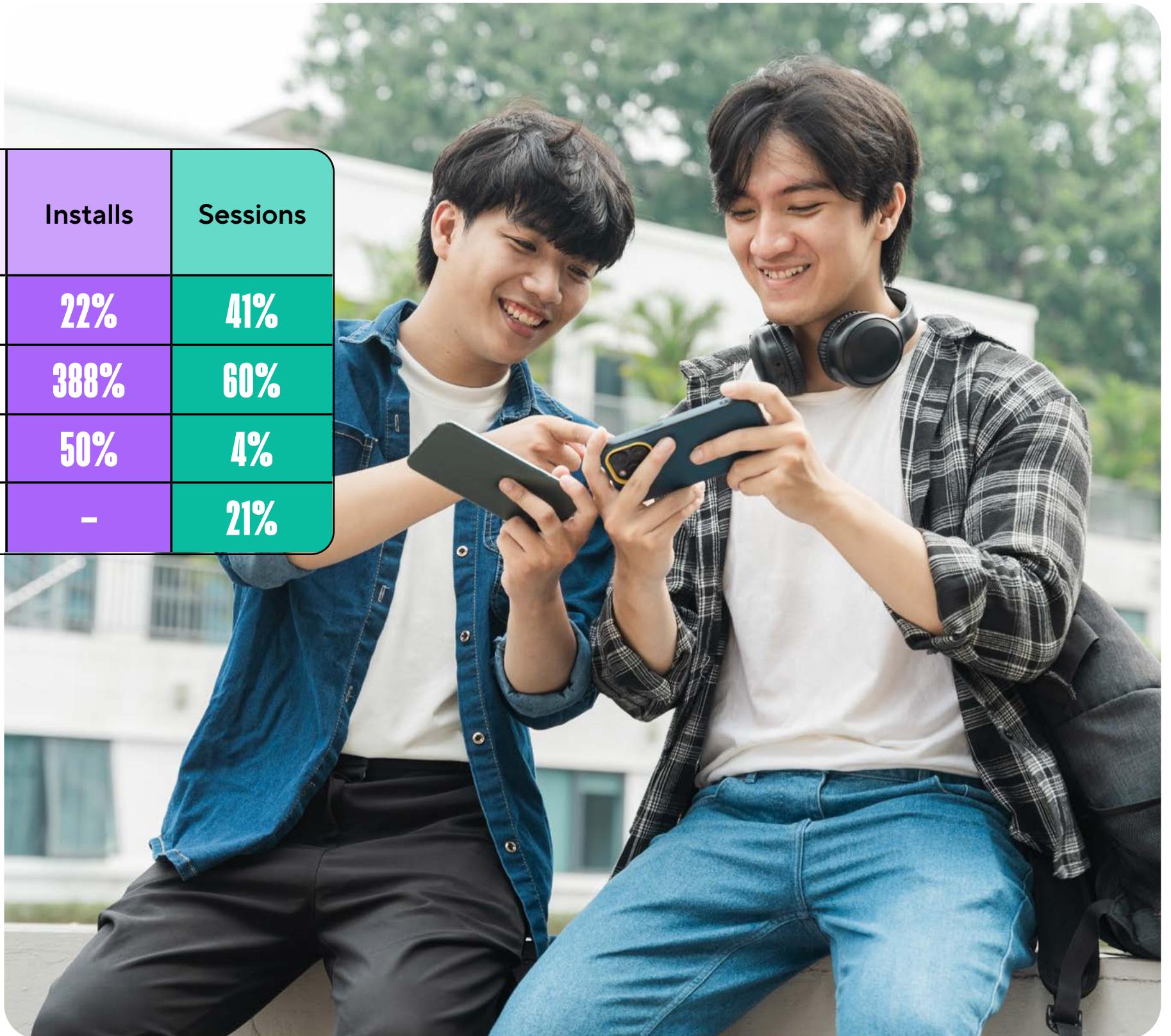
Finance app install and session growth percentages YoY Q1 2025 vs. Q1 2024

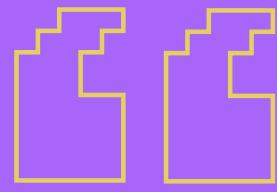


Focusing on Q1 2025 alone, Vietnam's finance apps saw an impressive 64% increase in installs and an 84% rise in sessions compared to Q1 2024. The broader INSEA region recorded a 17% drop in installs but still achieved 40% session growth. This growth highlights the expanding role of mobile financial services and the increasing engagement of users in Vietnam.

Finance app growth percentages by subvertical YoY Q1 2025 vs. Q1 2024 (Vietnam)	Installs	Sessions
Bank	22%	41%
Crypto	388%	60%
Payment	50%	4%
Stock trading	-	21%

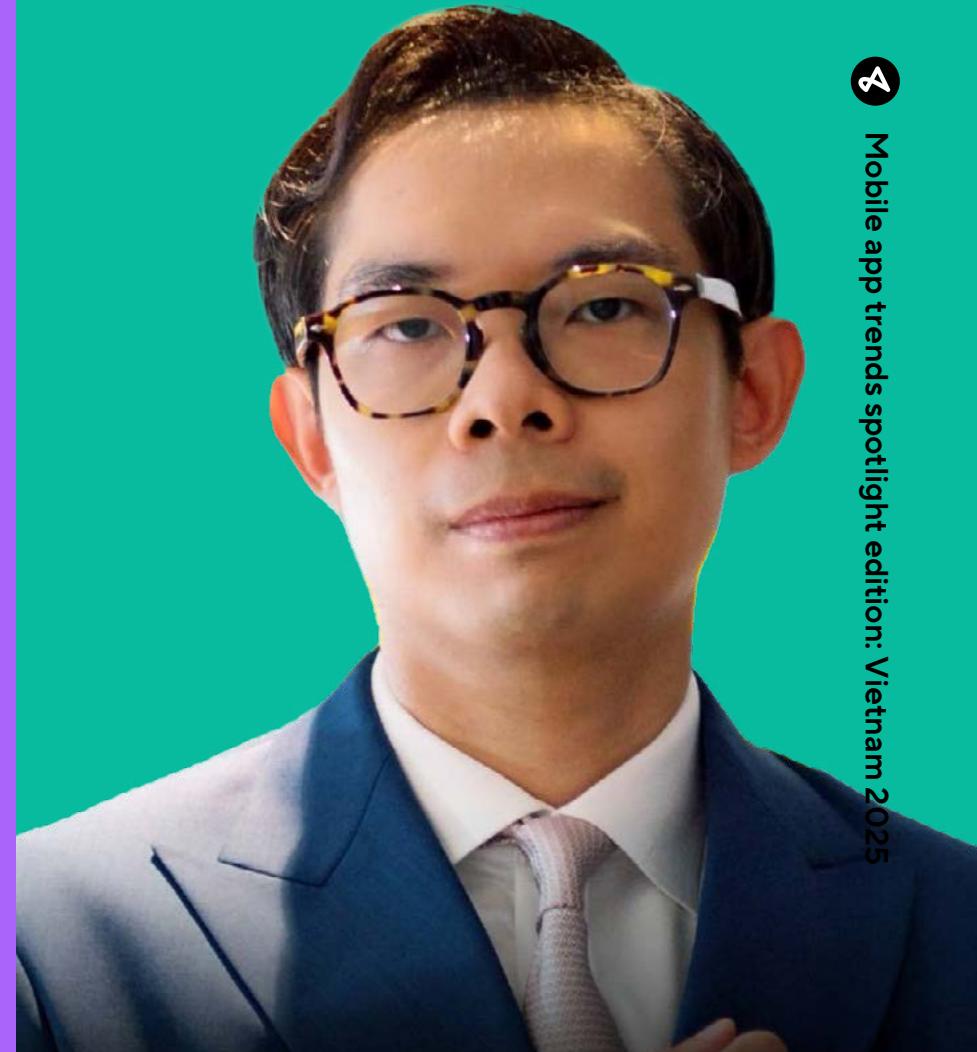
Context: The explosive crypto app install growth aligns with Vietnam's position as the [5th ranked country in global crypto adoption](#), with [17 million asset holders](#) and over [\\$105 billion in crypto value](#) flowing into the country in 2024 alone. Efforts are now underway to establish a regulatory sandbox and formal digital asset legislation.





“Young users in Vietnam are moving beyond traditional banking expectations. They’re looking for speed, flexibility, and design that mirrors the best consumer apps. The next generation of banks will be judged not just on products, but on how intuitively they’re delivered.”

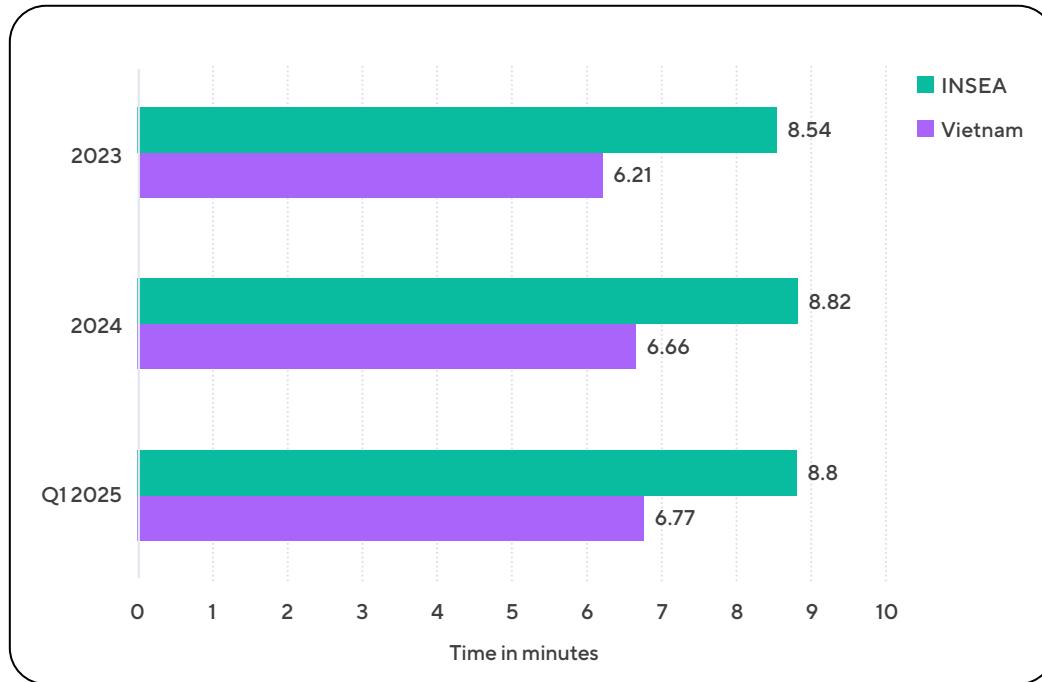
Ngân hàng số
Liobank
by OCB



Ngo Phuoc Nhat Khanh
CEO, Liobank by OCB

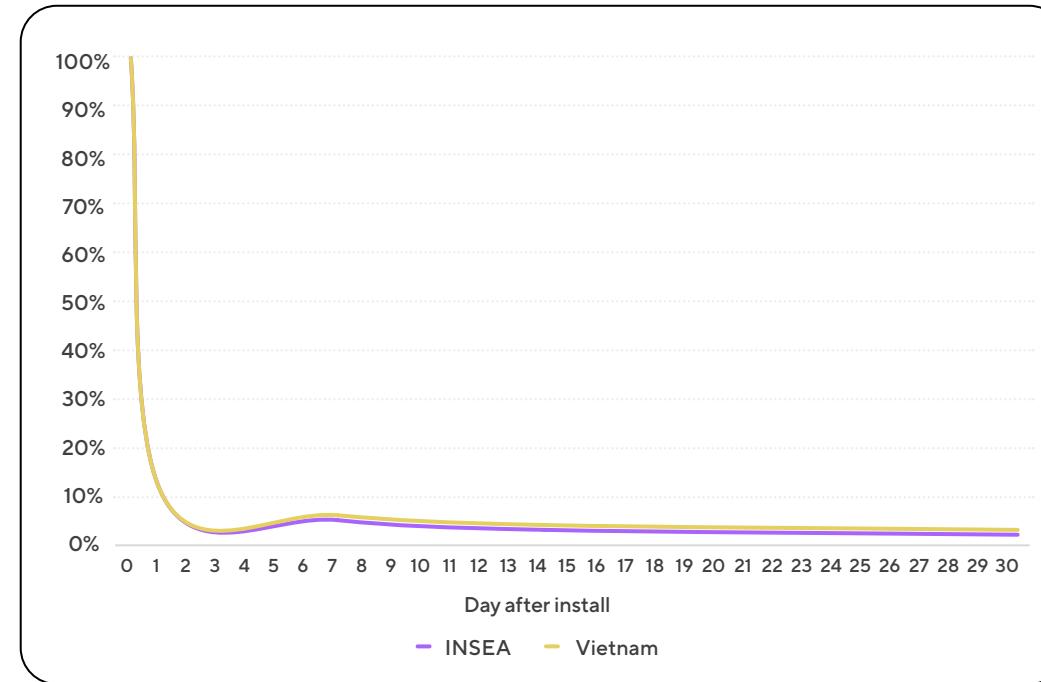
Session lengths and retention rates

Finance app session lengths 2023 - Q1 2025

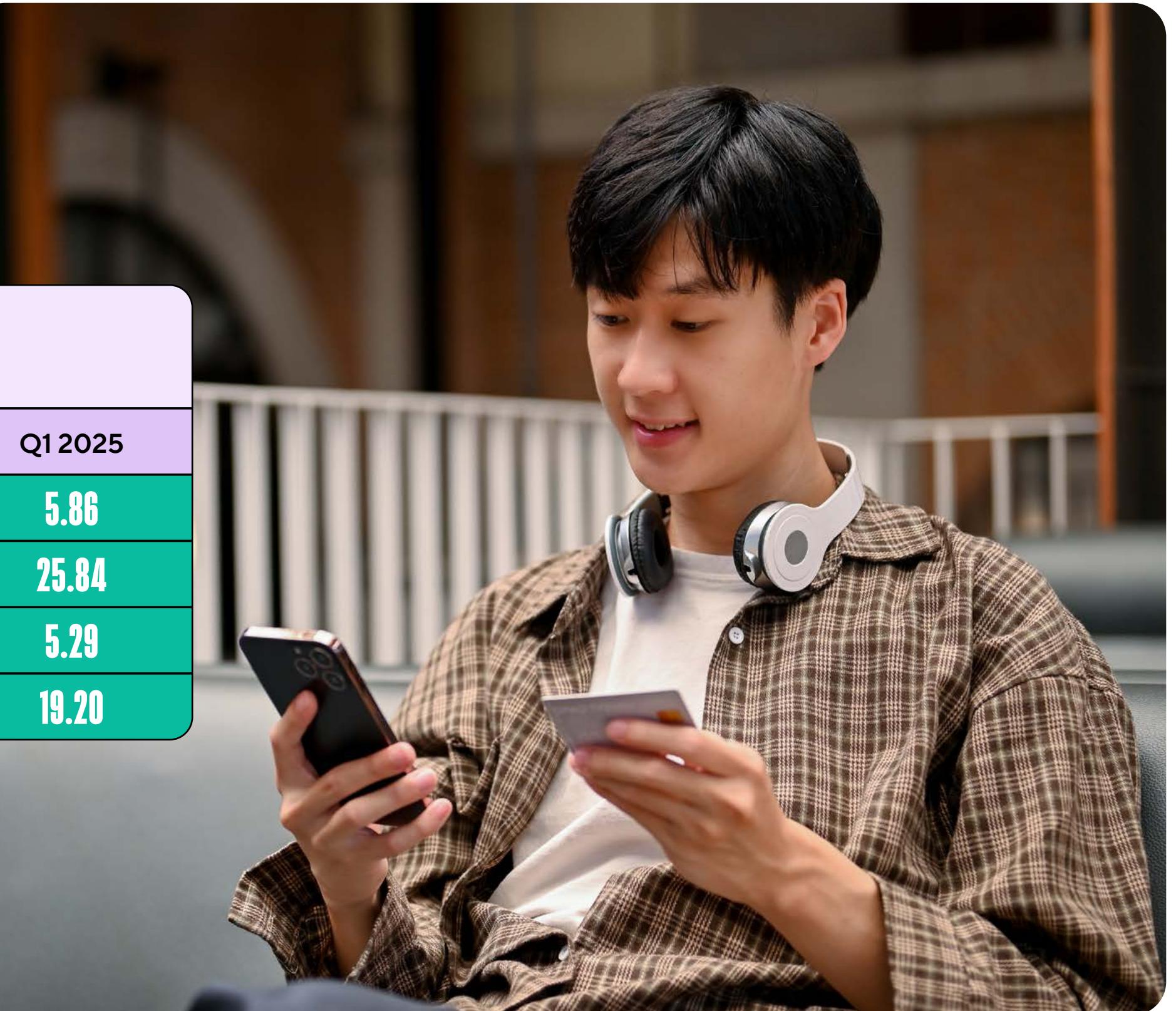


Finance app session lengths in Vietnam increased from 6.21 minutes in 2023 to 6.66 minutes in 2024, and reached 6.77 minutes in Q1 2025. Although session times remained shorter than the INSEA average (8.8 minutes in Q1 2025), the consistent year-over-year growth reflects rising user engagement.

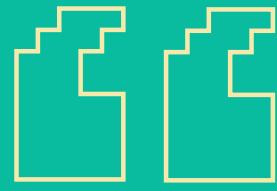
Finance app retention rates Q1 2025



In Q1 2025, Vietnam's finance apps showed slightly stronger retention rates compared to INSEA. Vietnam retained 11% of users by day 1, matching the regional average, and held 6% by day 7 versus 5% across INSEA. By day 30, Vietnam's retention rate stood at 3%, compared to 2% for INSEA.



Subvertical	2024	Q1 2025
Bank	6.07	5.86
Crypto	21.42	25.84
Payment	4.93	5.29
Stock trading	20.16	19.20



“Our goal has always been to make banking invisible – something that fits naturally into users’ lifestyles. In Vietnam, mobile-first users expect more than convenience; they want services that anticipate their needs and simplify daily life.”



Tran Duy Ninh
**Head of Communications &
Marketing**
TNEX Finance

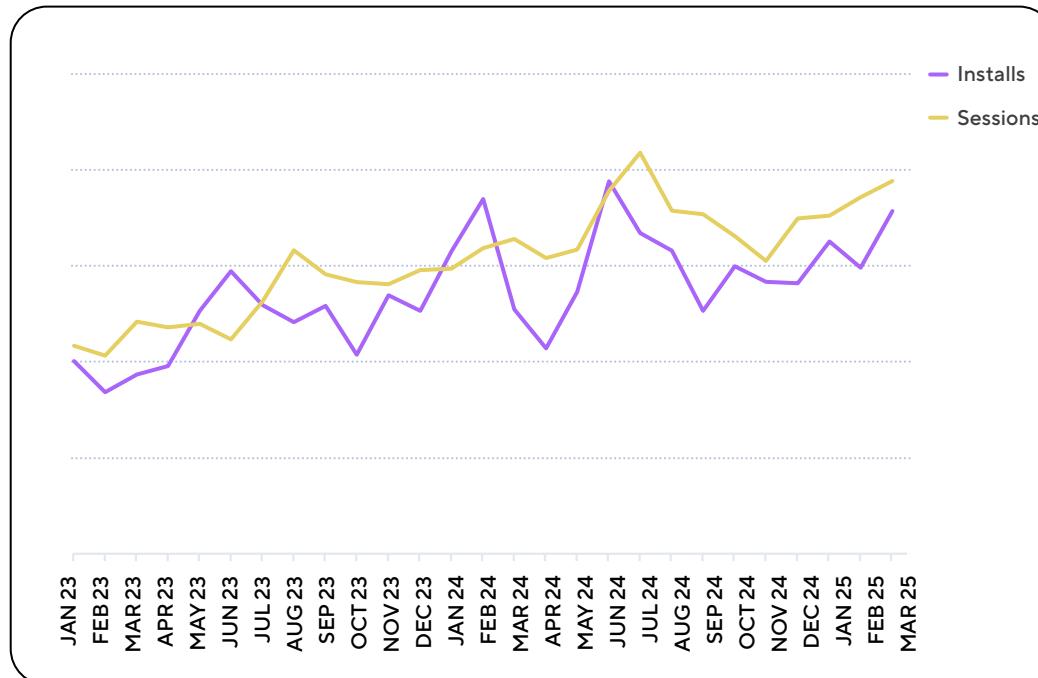
PART 3

Entertainment

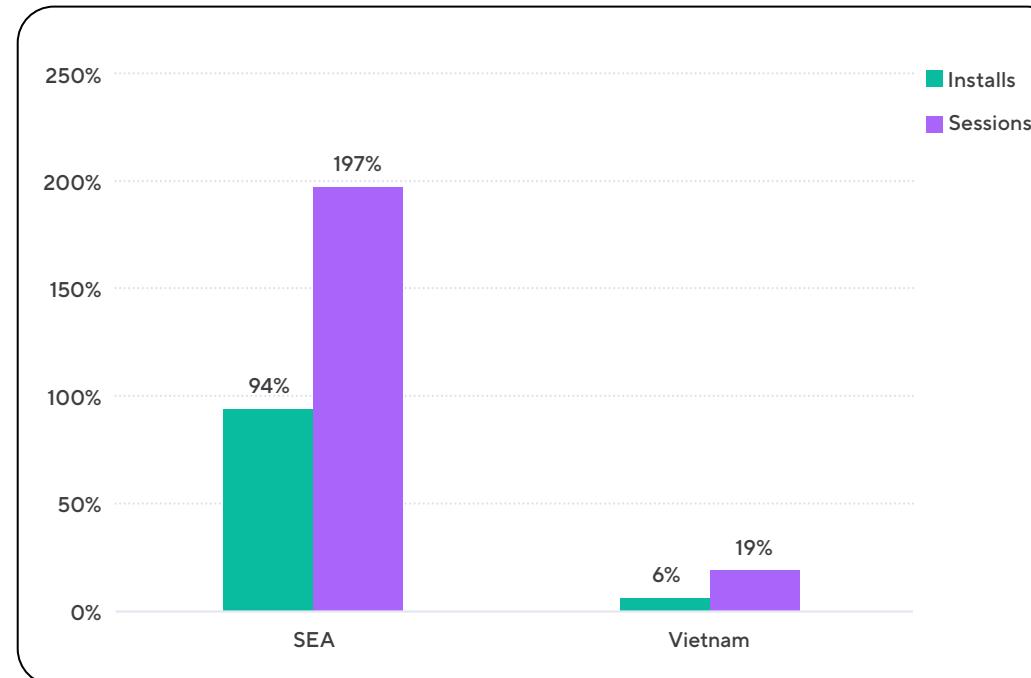


Installs and sessions

Entertainment app install and session growth
January 2024 - March 2025 (Vietnam)



Entertainment app install and session growth
percentages YoY Q1 2025 vs. Q1 2024



Entertainment app installs in Vietnam grew 25% YoY in 2024, with February (+30%) and June (+32%) standing out before the numbers leveled out later in the year. Sessions rose by 19%, picking up pace mid-year and hitting a 21% high above the annual average in July. Building on this growth, installs in the first quarter of 2025 stayed stable, while February sessions saw a 7% lift versus the Q1 average.

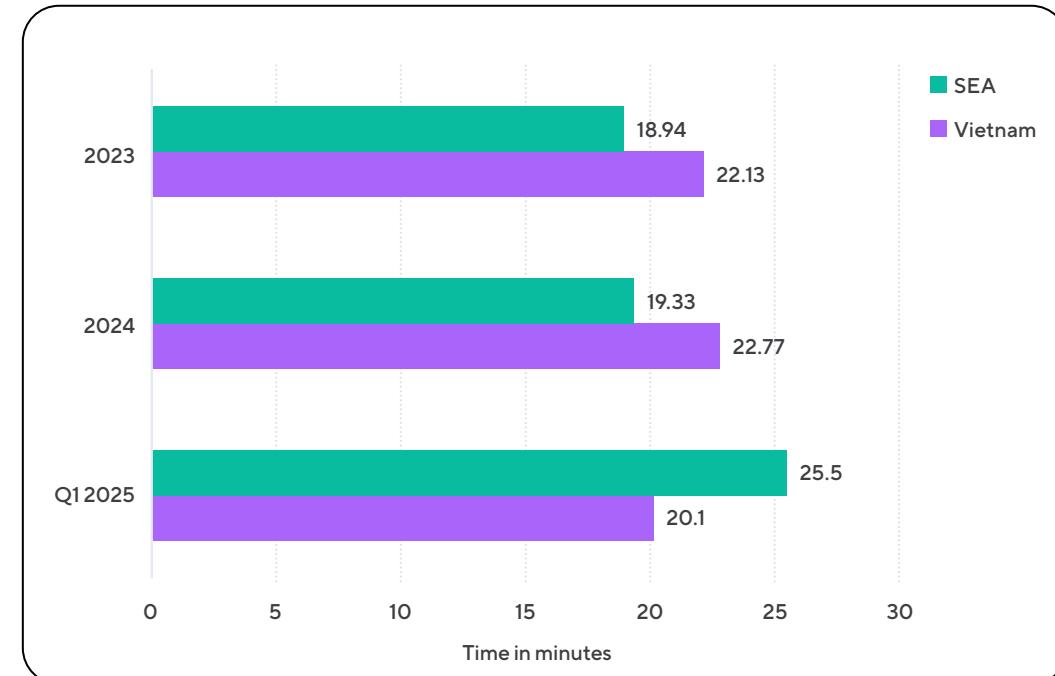
In Q1 2025, Vietnam's entertainment app installs increased by 6% YoY, while session saw a boost of 19%. Growth was subtle compared to the broader SEA region, where installs and sessions soared by 94% and 197%, signaling a strong regional appetite for entertainment apps.

Entertainment app install and session growth percentages YoY Q1 2025 vs. Q1 2024 (Vietnam)

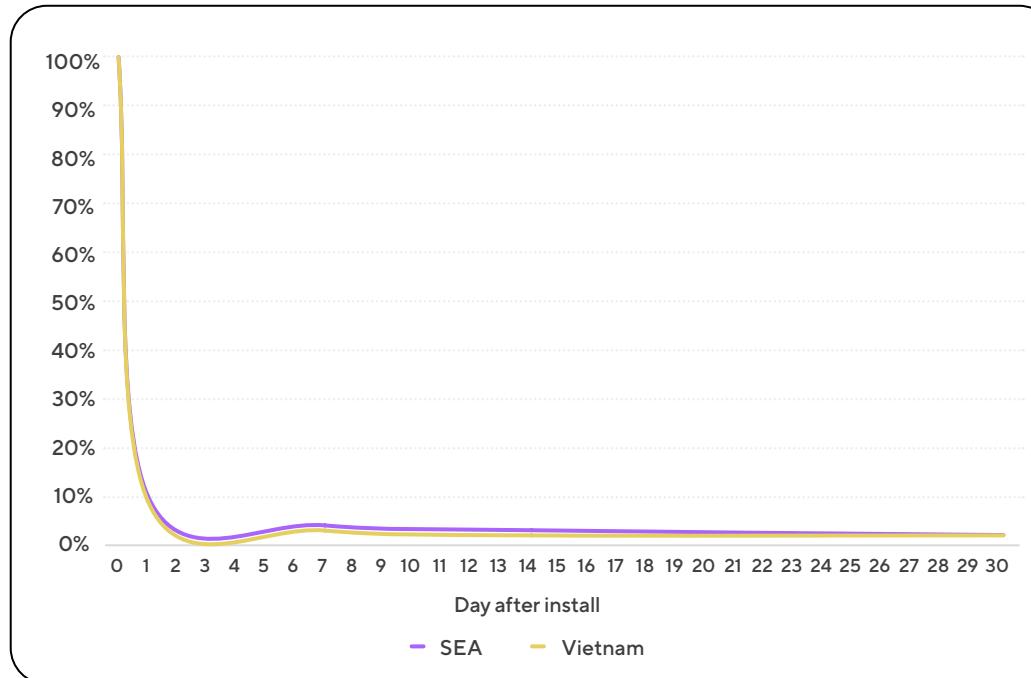
	Installs	Sessions
Music & audio	11%	11%

Session lengths and retention rates

Entertainment app session lengths 2023 - Q1 2025



Entertainment app retention rates Q1 2025



In Vietnam, average entertainment app session lengths declined to 20.1 minutes in Q1 2025, down from 22.77 minutes in 2024. Meanwhile, the SEA average climbed to 25.5 minutes. The minor drop in session lengths is likely the result of broader trends in mobile content consumption, such as the rising popularity of short drama apps and content in Vietnam and across Southeast Asia.

Vietnam's entertainment app retention closely mirrored SEA benchmarks in Q1 2025, with day 1 retention at 8% (vs. 9% in SEA) and day 7 at 2% (vs. 3%). By day 30, both markets held a 1% retention rate, highlighting the critical importance of understanding early user engagement signals for longer term retention and acquiring more users from those sources. Uncovering churn points and adapting the in-app experience to promote stickiness is also essential to improving retention rates.

Entertainment app session lengths 2024 - Q1 2025 (Vietnam) time in minutes

	2024	Q1 2025
Video streaming	15.25	20.19



ABOUT ADJUST

Adjust, an AppLovin (NASDAQ: APP) company, is trusted by marketers around the world to measure and grow their apps across platforms, from mobile to CTV and beyond. Adjust works with companies at every stage of the app marketing journey, from fast-growing digital brands to brick-and-mortar companies launching their first apps. Adjust's powerful measurement and analytics solutions provide visibility, insights, and essential tools that drive better results.

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