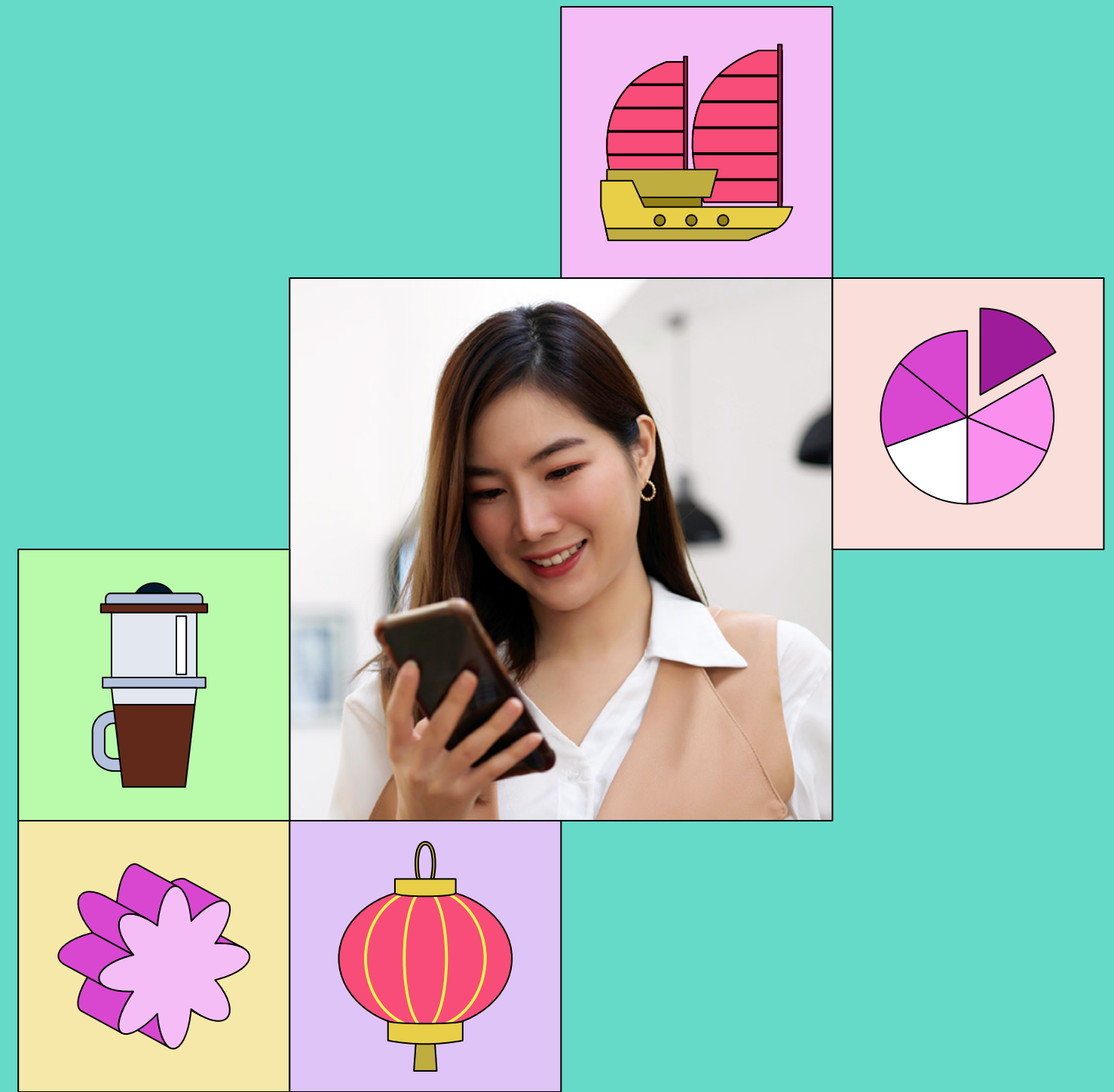


 REPORT

# Mobile app trends spotlight edition: Vietnam 2026

App performance  
benchmarks and insights

 ADJUST



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## 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 countries and territories based on the ISO 3166-1 standard. Data is based on aggregated, anonymized data from apps tracked by Adjust and may not reflect the entire global app market. Unless otherwise noted, all figures in this report come from Adjust data.

### DATA RANGE:

January 2024 - March 2026

*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 app market evolves with new opportunities

Vietnam earns its reputation as one of Southeast Asia's most exciting mobile markets through high user engagement, a young and digitally native population, and the infrastructure to back it up. [Smartphone penetration sits at 84%](#), [4G coverage at 99%](#), and in 2025 the country [ranked #11 globally for app downloads at 2.88 billion](#), with the total time spent in apps reaching 127 billion hours. While there are more users and more engagement time, there are also tighter regulations to navigate and increasingly sophisticated monetization models to manage. As a result, effectively converting app reach into durable revenue and retention has become the key priority for marketers.

Gaming is Vietnam's most powerful app category, with 1.29 billion downloads in 2025. Vietnamese studios accounted for [37% of all global game app downloads](#), with IAP revenue remaining at \$259 million, indicating strong monetization potential given its scale. Studios are now pushing into hybrid-casual and midcore titles designed to convert the enormous player base into paying users, supported by a mature payment ecosystem where digital wallets account for [41% of online gaming transactions](#).

Finance app growth is more straightforward, and it's accelerating. Downloads hit 172 million in 2025, and early 2026 signals continued expansion. Mobile payments grew [34.4% in volume and 10.5% in value](#) in the first two months of the year compared to the same period in 2025. This activity is consolidating around a handful of dominant super apps, led by [MoMo with over 30 million users](#) and ZaloPay, which grew active users by 40% in a single year.

Vietnam's appetite for mobile entertainment is also growing. Video streaming app downloads rose 31% in 2025 to 43 million, and IAP revenue jumped 73% to \$23.2 million. Within this vertical, short drama apps have quickly moved from niche to mainstream, with downloads surging 271% year-over-year (YoY) in Q4 2025. The category ranked fifth for IAP revenue across all app subgenres in Vietnam in 2025 at \$11.5 million, with apps like Dramawave, ShortMax, NetShort, and StardustTV leading the charts.

What's emerging across all verticals is that the path to growth is more complex. Decree 147, a 2024 regulation on internet services and digital media that tightens licensing, compliance, and content requirements for gaming apps, has had a significant impact on Vietnam's digital landscape. In finance, stricter biometric verification and customer identification standards have been introduced, raising the bar for new entrants. In entertainment, a fragmented ecosystem spanning legacy media, OTT platforms, telco-bundled services, and a fast-moving short drama tier means user journeys are increasingly non-linear and harder to measure.

Vietnam's growth opportunity is enormous, and it will reward marketers who treat precise measurement and data as a decisive and competitive advantage. In our **2026 Vietnam app trends spotlight report**, we analyze installs, sessions, engagement, and retention, benchmarked against global, APAC, and regional markets, giving you the context to find higher-value users, make faster decisions, and grow your business sustainably.

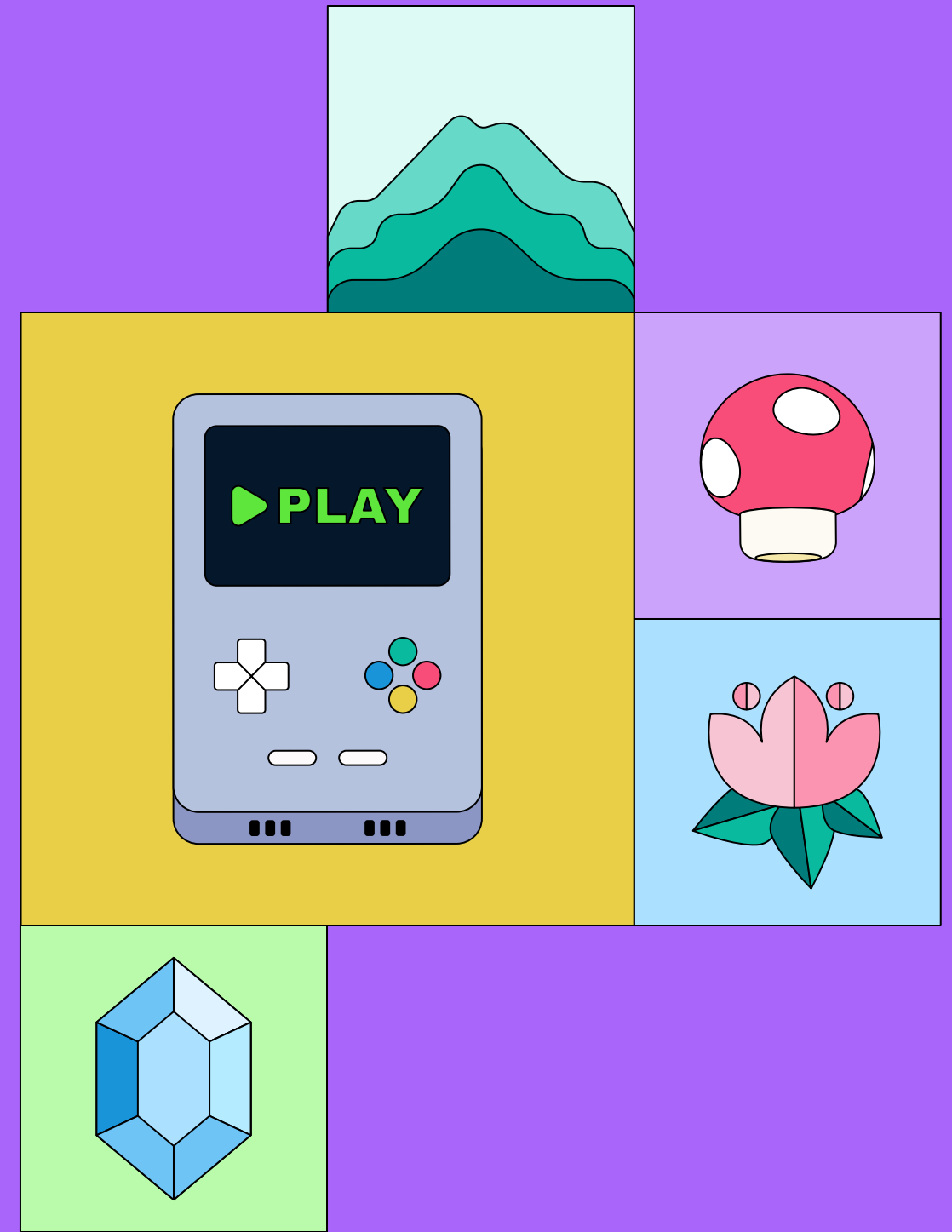
**“Vietnam stands out as a market where user expectations for speed and simplicity in digital experiences are extremely high. QR payments online and offline have become the norm, and people increasingly expect app-based services. Success is driven by how well your apps fits into daily digital behavior and local user habits.”**



Huy Vu  
Senior Growth Lead  
**ADJUST**

PART 1

# Gaming apps

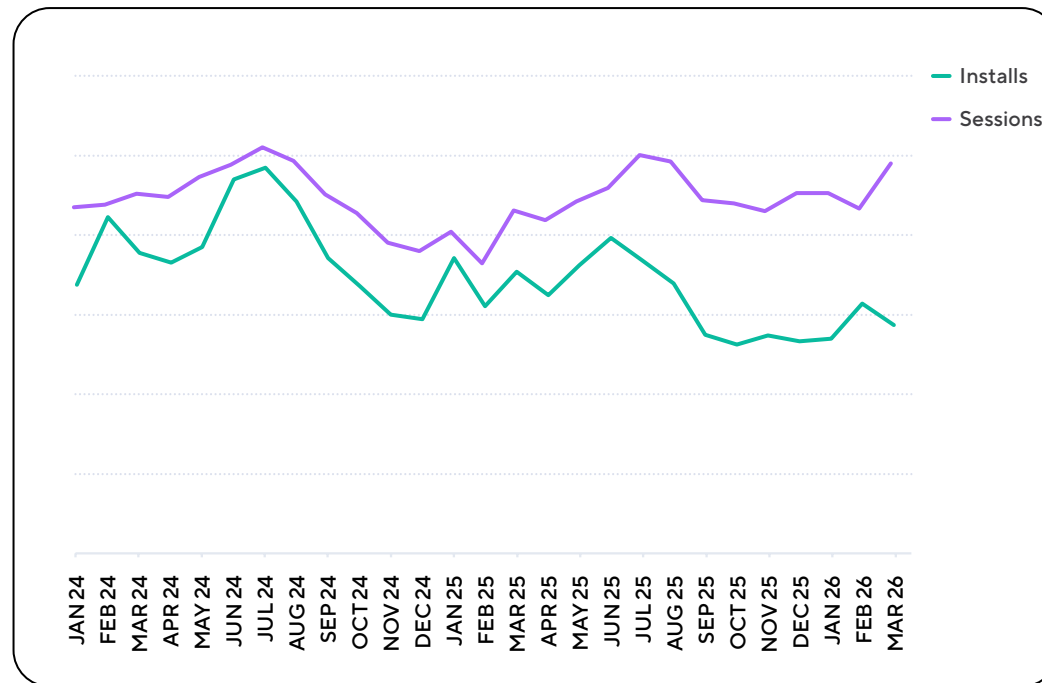


# Installs and sessions

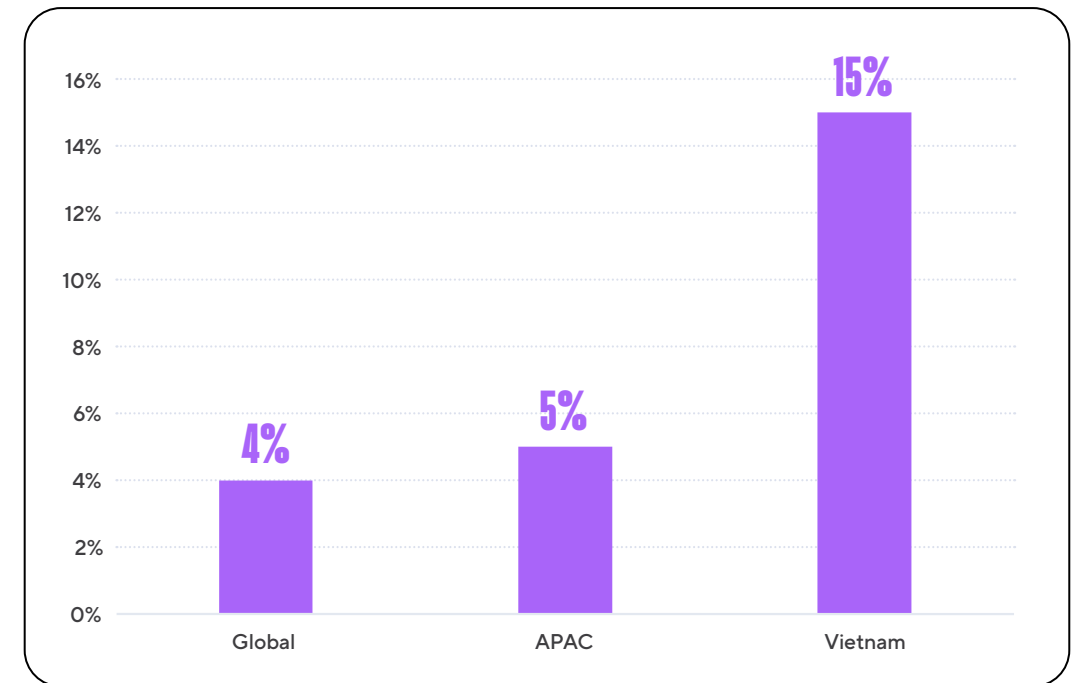
Gaming apps in Vietnam showed repeated periods of growth between 2024 and early 2026, with activity consistently strengthening mid-year. In 2025, installs picked up in May (+19% above the annual average), peaking at +45% in June, with further increases in July (+13%) and August (+4%). Sessions followed a similar pattern, up 8% in May, 14% in July, and 12% in August. This upward trajectory carried into the new year, with February 2026 installs 8% above the Q1 average and March sessions up 7%.

In Q1 2026, Vietnam’s gaming app sessions climbed 15% YoY, significantly outperforming both the global (+4%) and APAC (+5%) benchmarks.

**Gaming app install and session growth January 2024 - March 2026 (Vietnam)**

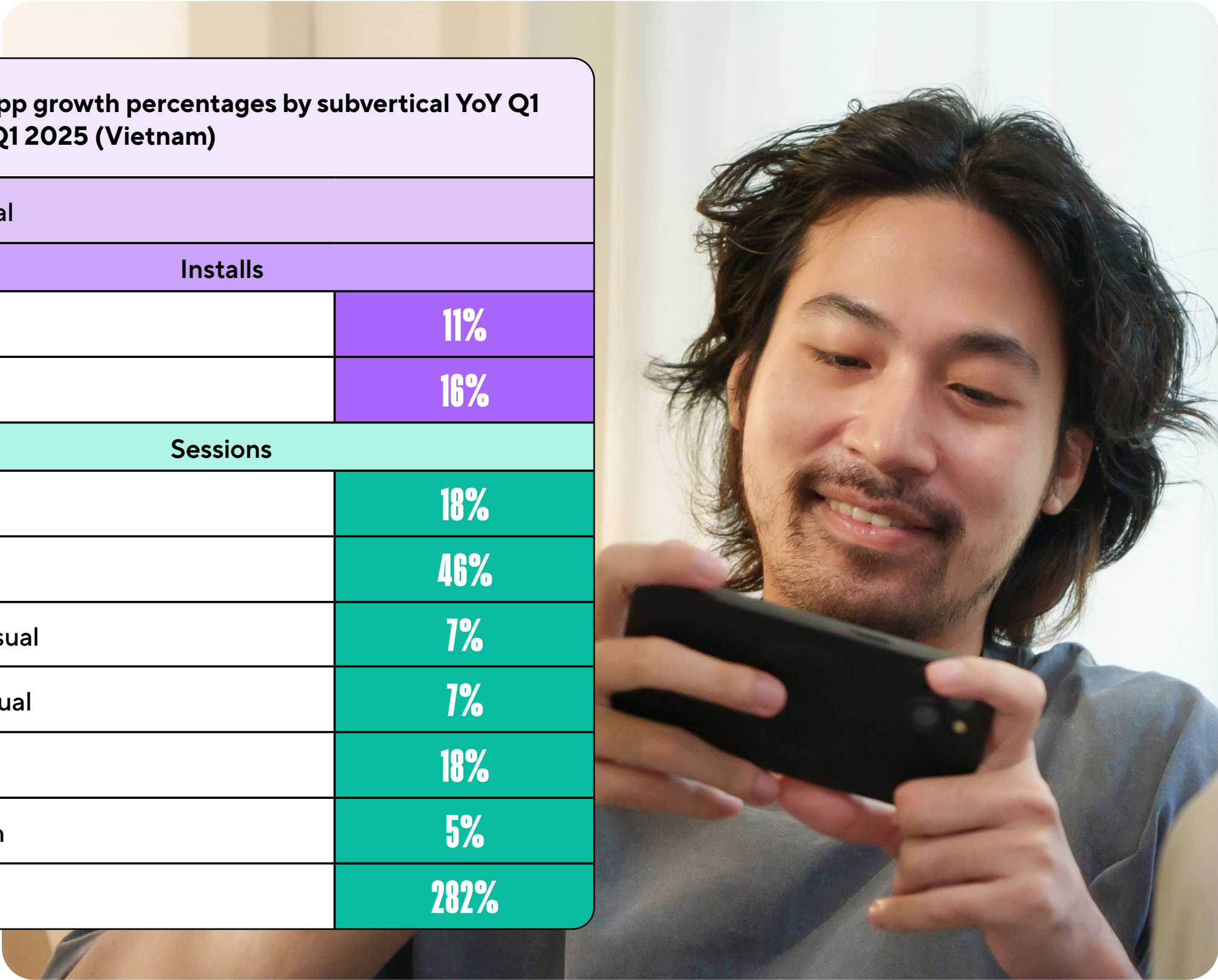


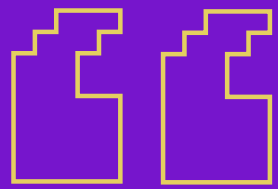
**Gaming app session growth percentages YoY Q1 2026 vs. Q1 2025**



# Category callouts

Gaming app growth percentages by subvertical YoY Q1 2026 vs. Q1 2025 (Vietnam)	
Subvertical	
Installs	
Board	11%
Strategy	16%
Sessions	
Casino	18%
Casual	46%
Hybrid casual	7%
Hyper casual	7%
Puzzle	18%
Simulation	5%
Strategy	282%





“Product quality is the passport to sustainable growth. Rather than relying solely on paid acquisition, apps must drive retention through real value, rock-solid stability, and a seamless user experience.”



Long La  
**CEO,**  
**TP Entertainment**

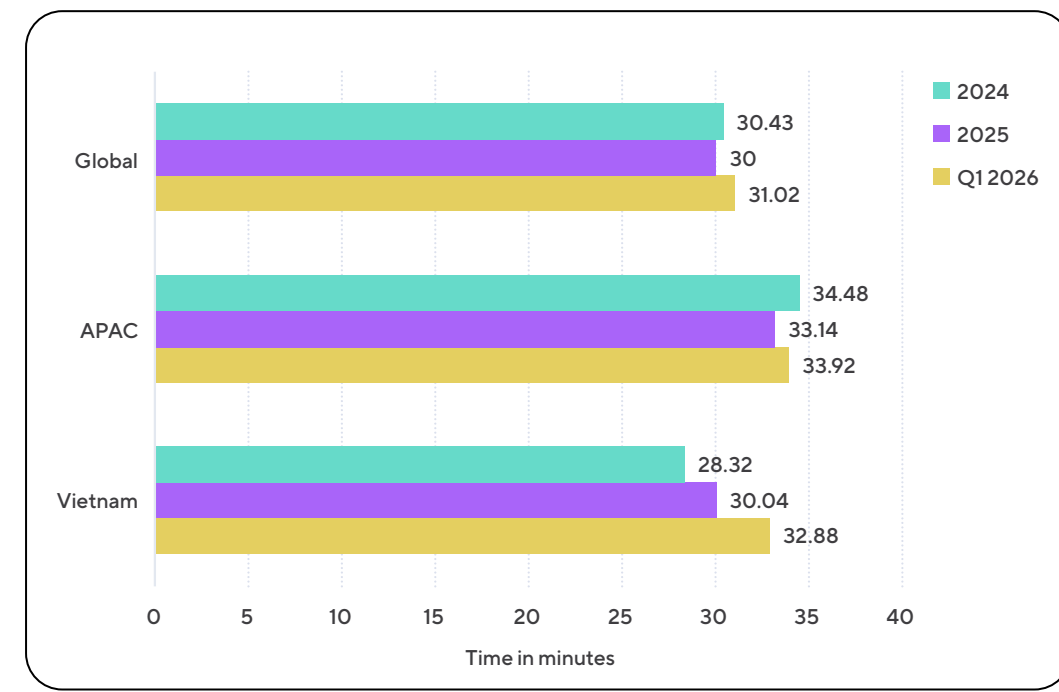
# Session lengths and retention rates

The average mobile gaming session length in Vietnam increased steadily from 28.32 minutes in 2024 to 30.05 minutes in 2025, reaching 32.88 minutes in Q1 2026. By contrast, APAC and global session lengths fell in 2025 compared to 2024 but then increased in Q1 2026.

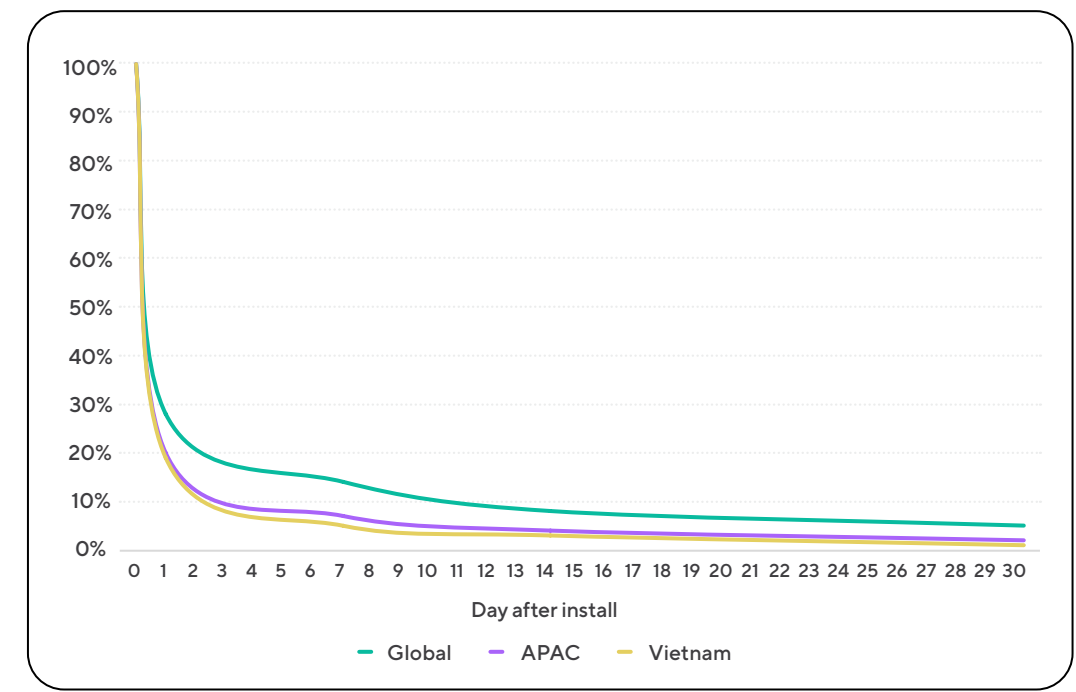
The longer playtimes in Vietnam correspond to the genre focus on hybrid casual and midcore titles, which are designed for stronger engagement and diversified monetization, compared to hyper or ultra casuals.

In Q1 2026, gaming apps in Vietnam had a day 1 retention rate of 19%, slightly below the APAC rate of 20% and short of the global figure of 28%. By day 7, retention stood at 5% in Vietnam, versus 7% in APAC and 14% globally. From day 14 onward, Vietnam aligned with APAC at 3%, while both trailed the global benchmark.

Gaming app session lengths 2024 - Q1 2026



Gaming app retention rates Q1 2026



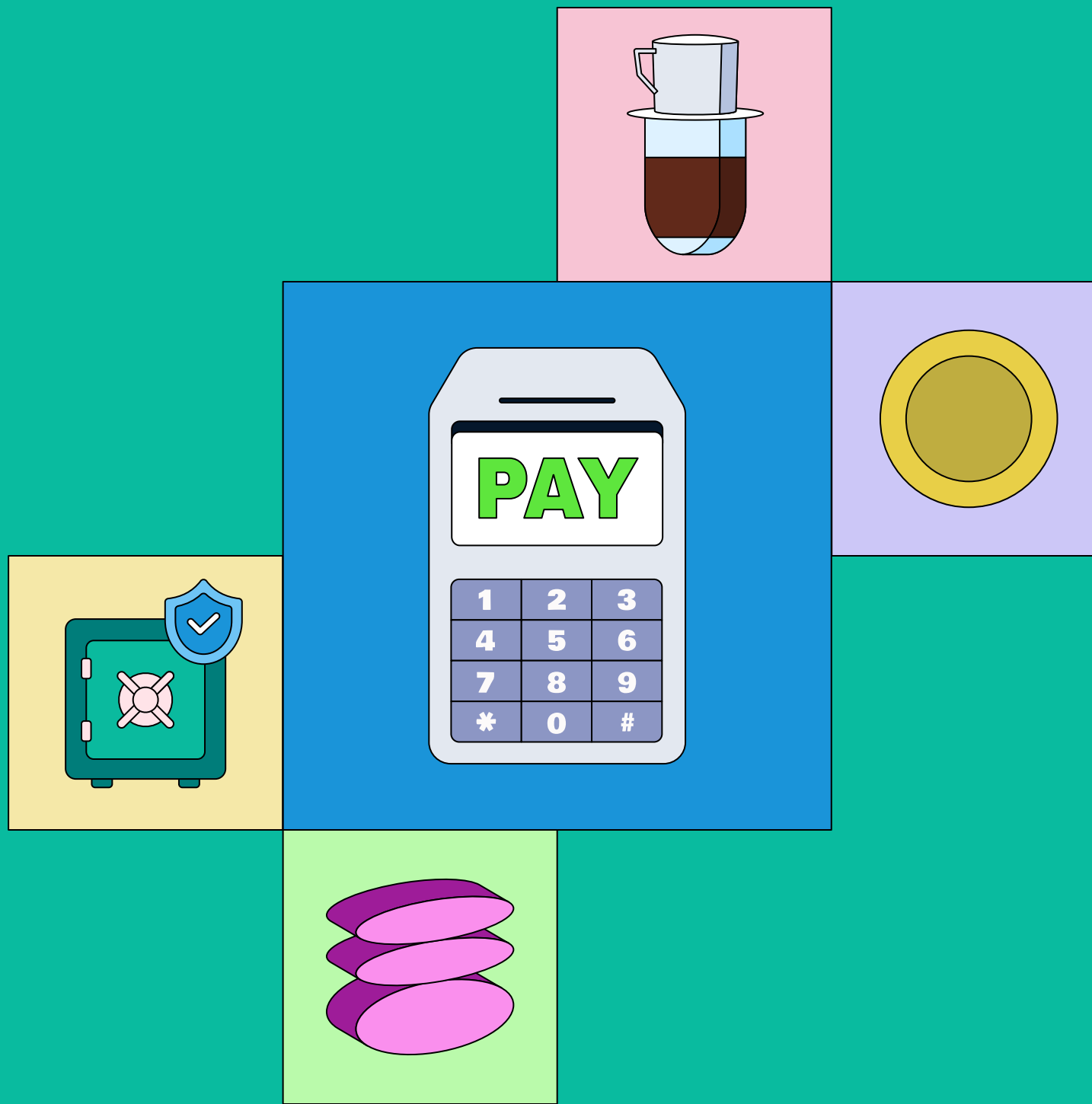
## Category callouts

Gaming app session lengths by subvertical 2025 - Q1 2026 (Vietnam) <i>time in minutes</i>		
Subvertical	2025	Q1 2026
Hybrid casual	23.38	25.1
Hyper casual	18.77	19.6
Music	14.17	17.04
Simulation	18.79	20.1
Sports	25.17	25.91
Strategy	41.91	48.91

Gaming app day 1 retention rate by subvertical 2025 - Q1 2026 (Vietnam)		
Subvertical	2025	Q1 2026
Adventure	19%	20%
Board	22%	24%
Card	20%	21%
Casino	11%	14%
Casual	19%	20%
Hybrid casual	21%	21%
Hyper casual	17%	18%
Idle RPG	20%	23%
Strategy	18%	20%
Swap	21%	22%
Word	19%	21%

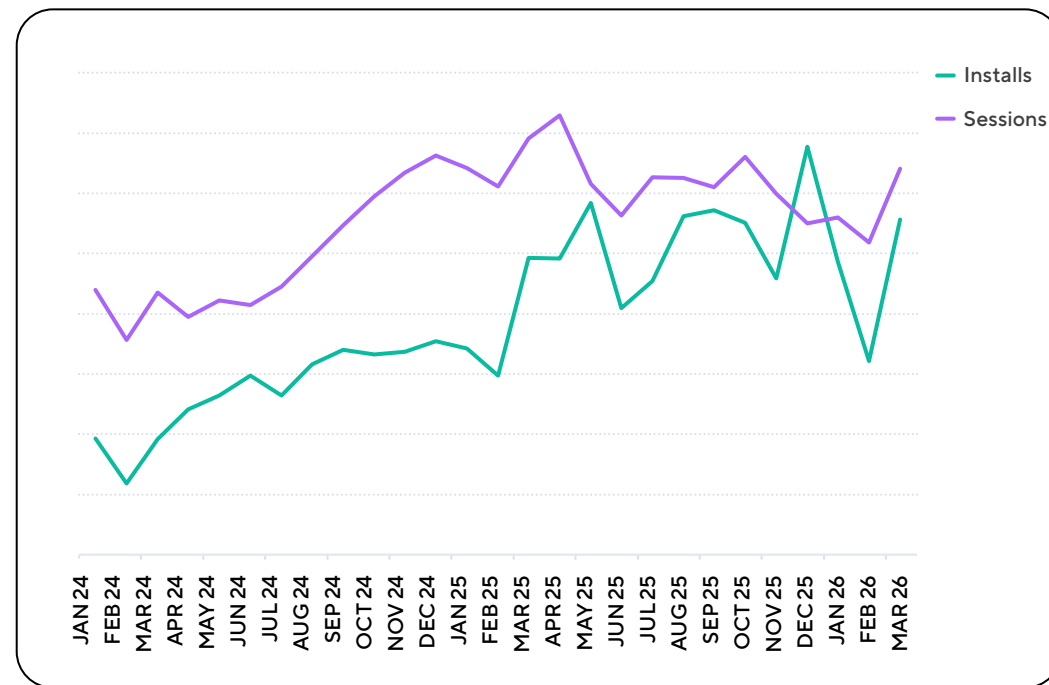
PART 2

# Finance



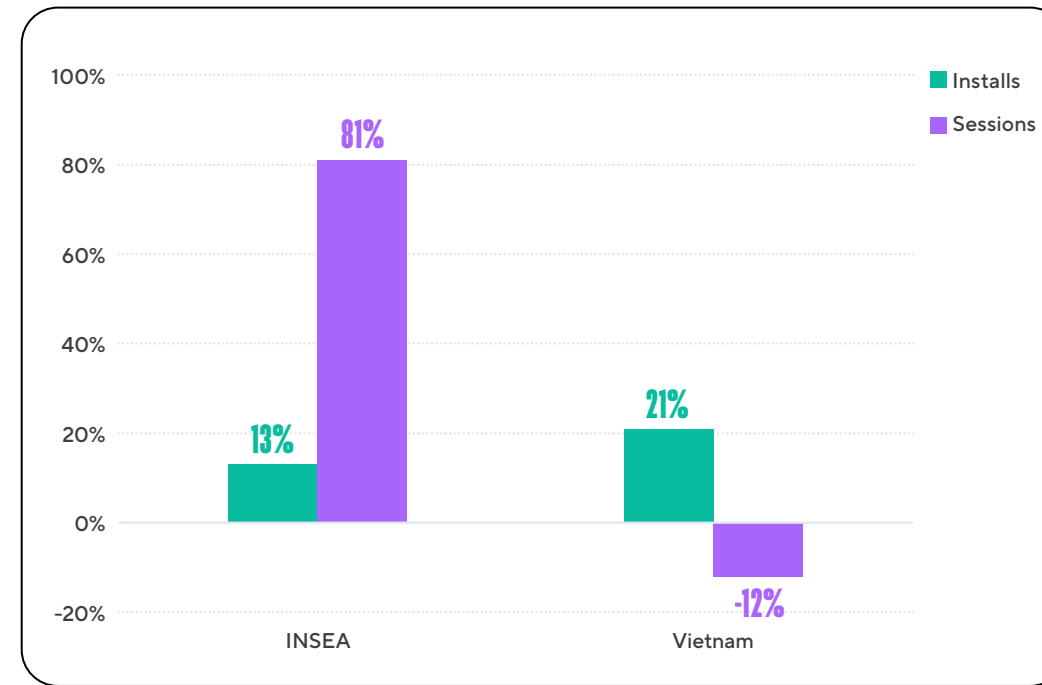
# Installs and sessions

Finance app install and session growth  
January 2024 - March 2026 (Vietnam)



In Vietnam, finance app activity grew gradually through 2024 and 2025. Sessions led early in 2025, with March and April up 10% and 16%. Install growth followed later in the year, increasing 15% in August and 17% in September. December was the top month, with installs 38% above the annual average. Early 2026 saw continued growth, with a 7% install boost in January, followed by a stronger rebound in March, when installs increased 22% and sessions 12%, compared to the Q1 average.

Finance app install and session growth percentages  
YoY Q1 2026 vs. Q1 2025

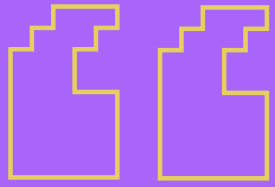


In Q1 2026, finance app installs in Vietnam rose 21% YoY, outpacing the 13% increase in INSEA. However, while Vietnam's sessions declined 12% YoY, INSEA overall surged 81% during the same period.

# Category callouts

Finance app install and session growth percentages by subvertical YoY Q1 2026 vs. Q1 2025 (Vietnam)	
Installs	
Crypto	28%
Stock trading	36%
Sessions	
Stock trading	27%
Payment	15%





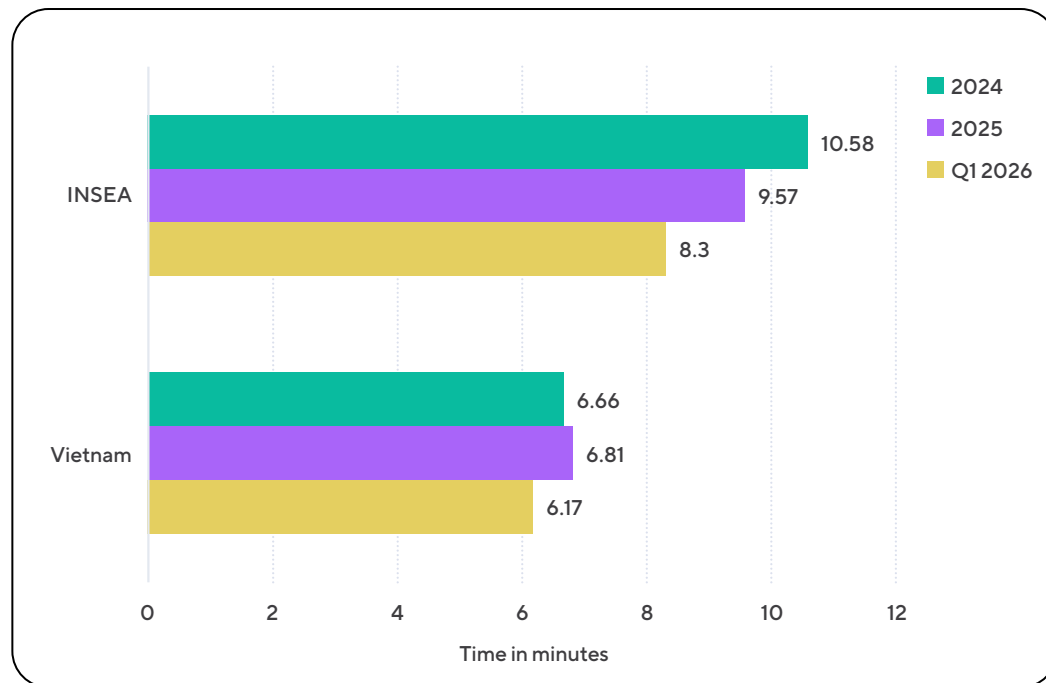
“Vietnamese users are no longer loyal to apps just for the promotions—they stay for experiences that truly understand and seamlessly cater to their needs. That is why Cake places AI at our core: not merely as a feature, but as a profound layer of customer understanding. The platforms that successfully converge technology, data, and user trust will be the ones driving the next wave of digital financial growth in Vietnam.”



Ngan Nguyen  
**Head of Marketing & Growth,  
Cake by VPBank**

# Session lengths and retention rates

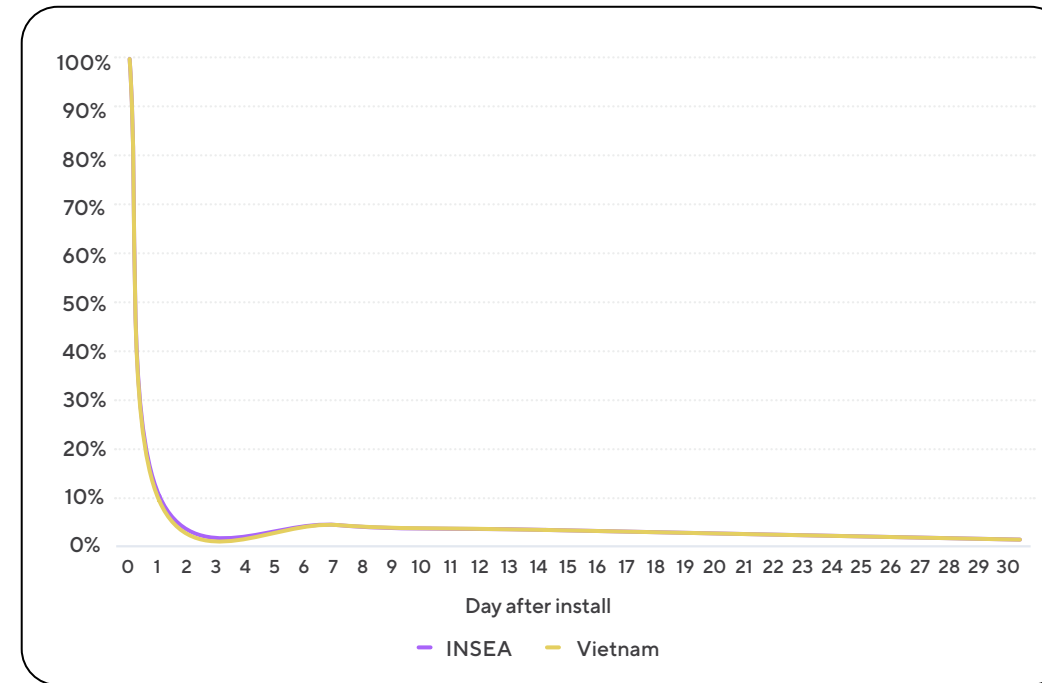
## Finance app session lengths 2024 - Q1 2026



After 2% YoY growth in 2025, finance app session lengths in Vietnam decreased from 6.81 minutes to 6.17 minutes in Q1 2026. This pattern of shorter session times can suggest increased use of super apps and embedded financial services, as digital payments and QR-based transactions reduce friction.

In INSEA, users spent longer per session: 9.57 minutes in 2025, tapering to 8.3 minutes in Q1 2026.

## Finance app retention rates Q1 2026



Retention figures were broadly similar across both markets. Vietnam's day 1 rate was 9%, just under INSEA's 10%. By day 7, both markets recorded a 4% rate, which dropped to 3% on day 14 and settled at 1% by day 30.

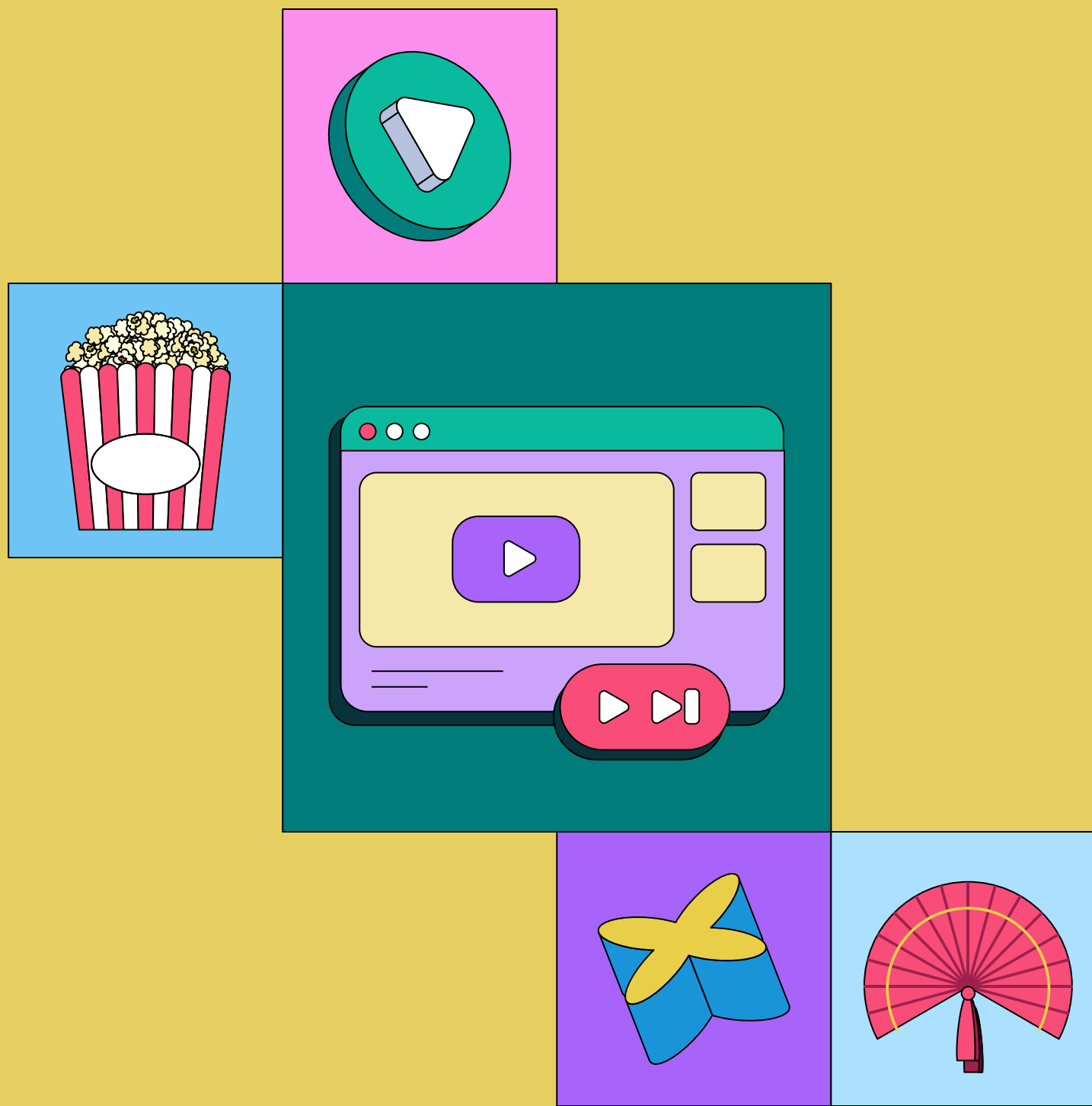
# Category callouts

Finance app session lengths 2025 - Q1 2026 (Vietnam) <i>time in minutes</i>		
Subvertical	2025	Q1 2026
Bank	5.67	5.53
Payment	5.57	5.26
Stock trading	20.76	20.94



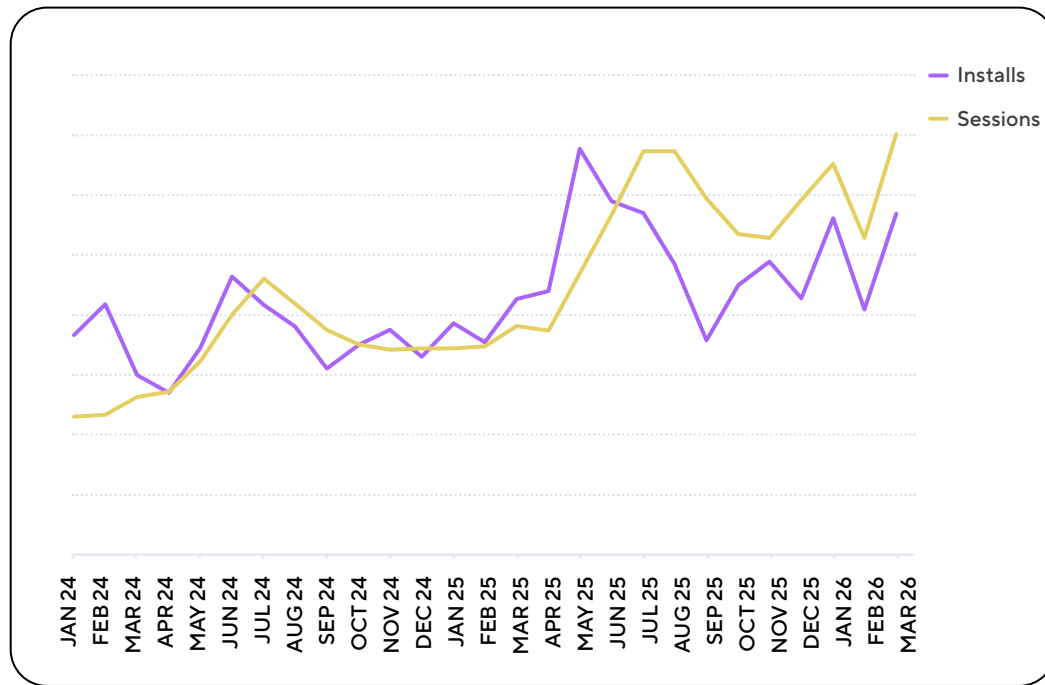
PART 3

# Entertainment



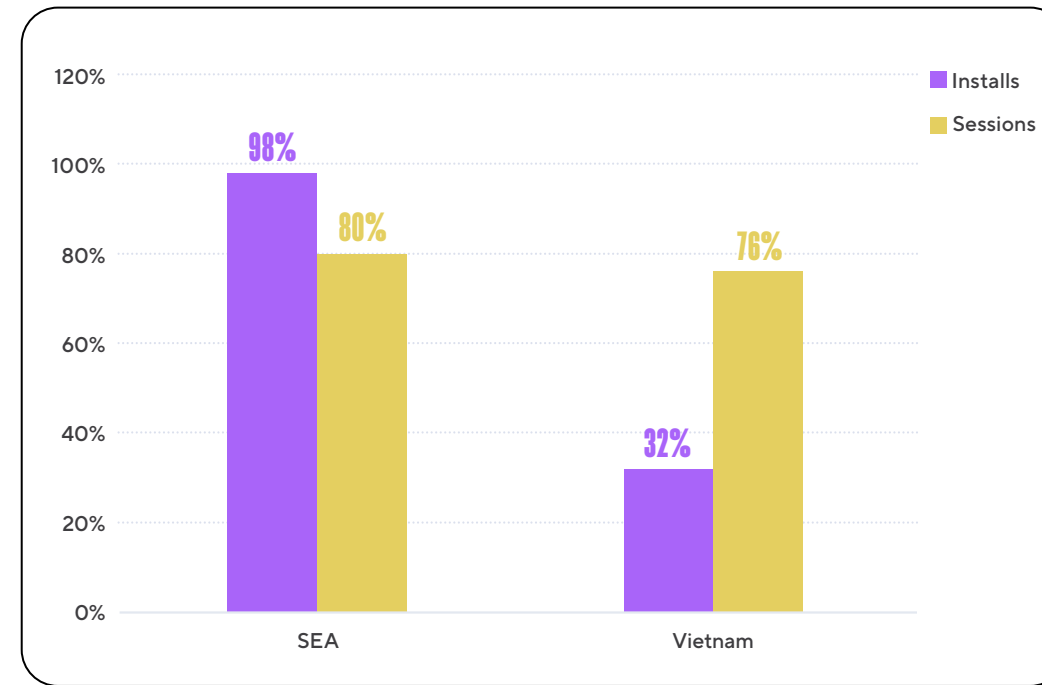
# Installs and sessions

Entertainment app install and session growth January 2024 - March 2026 (Vietnam)



Mid-2025 marked a breakout period for entertainment apps in Vietnam. In July, installs grew 21% above the year’s average, and sessions jumped 33%, a level that held in August. Sessions stayed elevated through the end of the year, with further increases of 17% in September and December. The early months of 2026 continued the trend, with January installs up 10% and March delivering gains on both metrics: installs up 11% and sessions 12%.

Entertainment app install and session growth percentages YoY Q1 2026 vs. Q1 2025



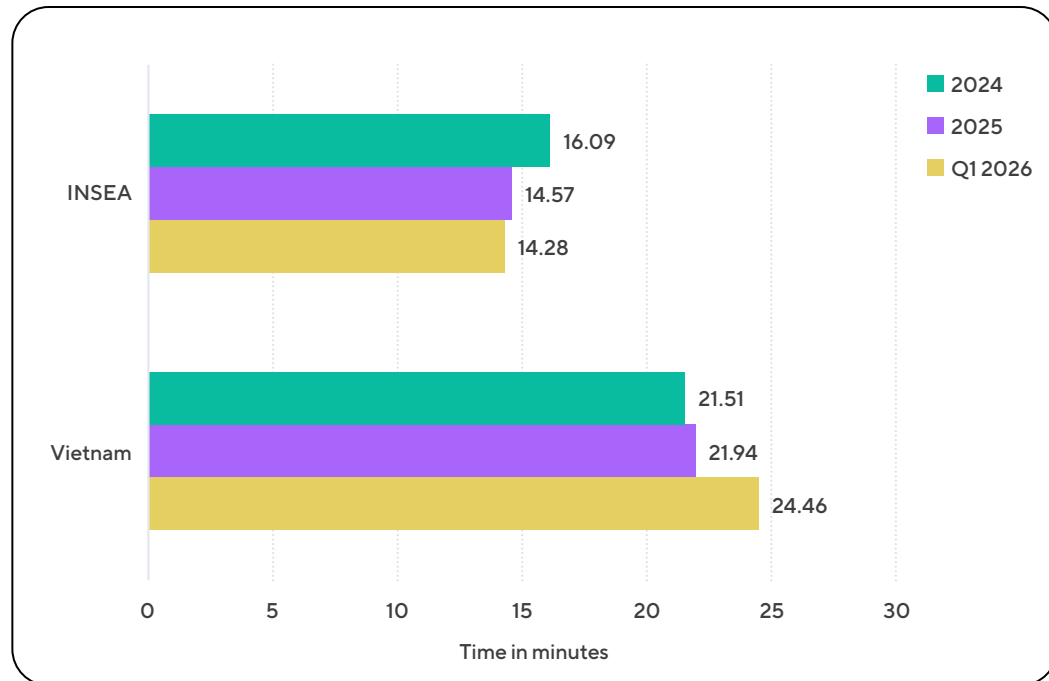
Entertainment app installs in Vietnam grew 32% YoY in Q1 2026, with sessions up 76%. SEA saw larger gains, with installs up 98% and sessions 80%.

**BONUS**

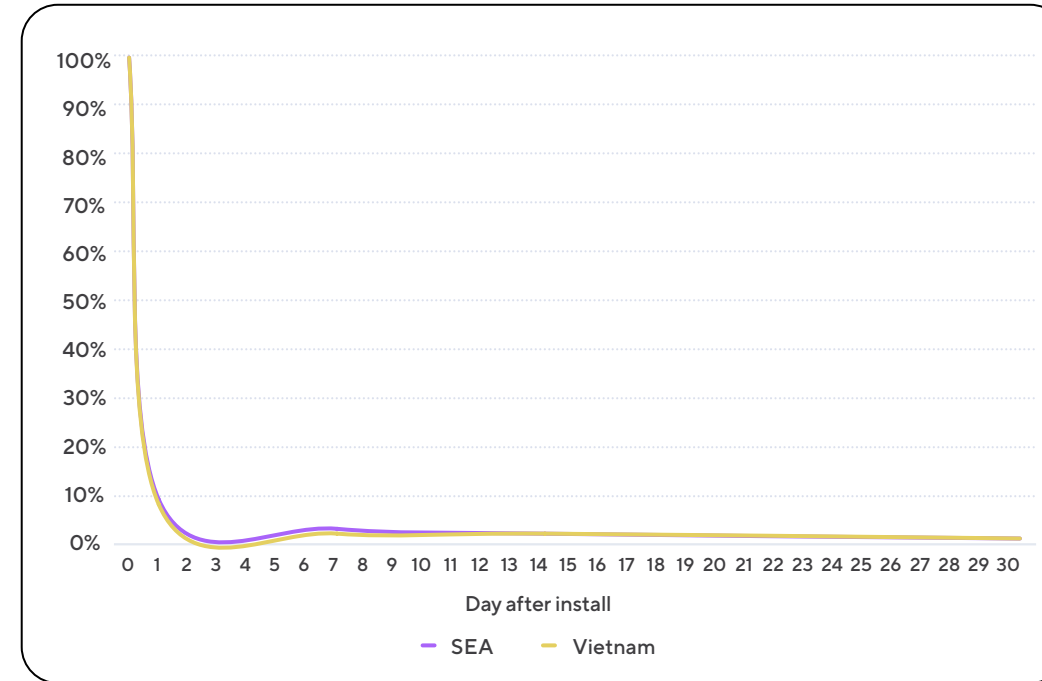
Music and audio app installs in Vietnam grew 9% YoY in Q1 2026.

# Session lengths and retention rates

## Entertainment app session lengths 2024 - Q1 2026



## Entertainment app retention rates Q1 2026



The average session length for entertainment apps in Vietnam has grown consistently, climbing from 21.51 minutes in 2024 to 21.94 minutes in 2025 and 24.46 minutes in Q1 2026, a 12% increase. SEA had shorter session lengths overall, with 14.57 minutes in 2025 and 14.28 minutes in Q1 2026.

Entertainment app retention in Vietnam closely matched SEA figures in Q1 2026. Day 1 retention was 8% in Vietnam and 9% in SEA. By day 7, Vietnam was at 2%, while SEA reached 3%. Both Vietnam and SEA dropped to 2% by day 14 and then to 1% by day 30.

# Category callouts

Entertainment app session length growth 2025 - Q1 2026 (Vietnam) <i>time in minutes</i>		
Subvertical	2025	Q1 2026
Music & audio	21	21.65
Video streaming	19.65	23.95





## ABOUT ADJUST

Adjust, an AppLovin (NASDAQ: APP) company, is a global leader in measurement, analytics, deep linking, and fraud prevention solutions for app marketers. Trusted by brands worldwide, Adjust helps marketers measure, optimize, and scale performance across every channel, platform, environment, and customer touchpoint. With AI-powered analytics, automation, privacy-centric attribution, engagement solutions, and much more, Adjust delivers the insights and tools marketers need to maximize ROI, improve user experiences, and drive omnichannel growth with confidence.

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This report is based on aggregated and anonymized data from apps tracked by Adjust between January 2024 and March 2026. Results may vary by vertical, region, and business model. Forecasts are based on third-party industry estimates and are subject to change. This report does not constitute financial, legal, or investment advice. All trademarks are the property of their respective owners.