



VIETNAM



The Vietnam Chamber of Commerce and Industry (VCCI) estimated that the elderly care market in Vietnam will have an annual growth rate of up to 7% from 2020 to 2027, with many opportunities in the elderly care service field.

The current nursing home market is very small despite the ageing population, leading to great potential in that area.

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- Vietnam has an ageing population but few healthcare facilities and nursing homes available, which could be a great potential market for investment.
- There is a lack in the current assisted living and healthcare facilities, which will need to be filled to meet the growing demands of the ageing population. Despite the promising market, there are not many products and services aimed specifically for the elderly.
- The pandemic highlighted the need for a safe space for elderly, changing perceptions about elderly care. Services specifically for the elderly have been gaining more attention.

