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FOR SALARY INSIGHTS

VIETNAM SALARY GUIDE 2025

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WE ARE HERE TO GET YOU THERE



0 INTRODUCTION

ABOUT SOA SALARY GUIDE 2025

The SOA Salary Guide 2025 highlights four key sectors aligned with SOA's expertise:

- **Information Technology**
- **Supply Chain & Operations**
- **Business Development & Sales**
- **Administration**

The salary data in this guide reflects 2024 figures and has been compiled from our candidates and our clients' employees, encompassing French and European Small & Medium Enterprise (SMEs), as well as Japanese, Singaporean, US, UK, and European multinational corporations (MNCs). This data focuses on businesses operating in Hanoi Capital and Ho Chi Minh City.

We're proud to share SOA Salary Guide 2025 as **a trusted resource for both employers and job seekers**, providing data to facilitate informed decisions in making new hires and appraisal period. In today's competitive environment, **understanding your market value** is more important than ever, and we hope this guide empowers you to navigate salary discussions with greater confidence.

Please note that the figures are not exhaustive and may not represent the broader business landscape across Vietnam. While every effort has been made to ensure the accuracy and thoroughness of the data collection and compilation, **this guide is intended to be interpretive and indicative rather than conclusive.**

The salary ranges provided in this guide represent base salaries only and are influenced by factors such as location, skills, work experience, tenure, geographical scope, value contribution to new market expansion, and more. Additionally, salaries for certain positions may vary based on factors like company size, expected growth rates/ margin, benefits packages, market conditions, and other variables.

The SOA Salary Guide 2025 presents all salaries as base monthly wages in US dollars (USD), calculated using a reference exchange rate of 1 USD = 25,000 VND.

We hope this guide provides valuable insights for you and your team!



Huong LE

Corporate Services & HR Solutions Director

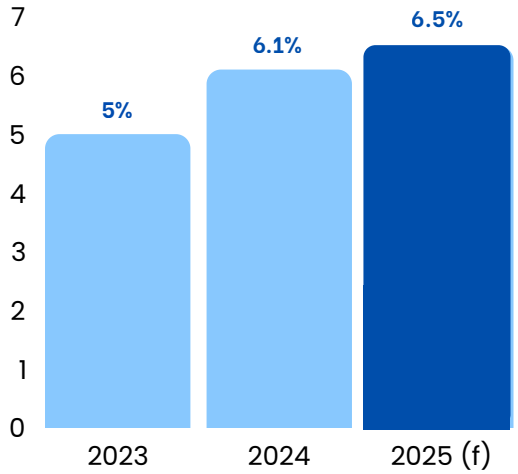




01 GENERAL LABOR TRENDS 2025

GENERAL LABOR TRENDS 2025

GDP GROWTH FORECAST



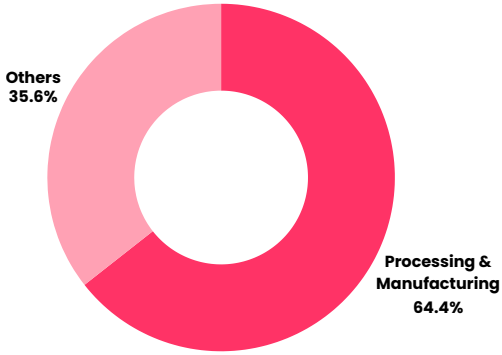
Source: World Bank.

Vietnam's economy is set to grow in 2025, driven by recovery and resilience, highlighting the **country's ability to rebound amid global uncertainties.** As GDP rises, unemployment is expected to decline, creating job opportunities across industries.

Job growth will be concentrated in urban hubs like **Ho Chi Minh City, Da Nang and Hanoi**, especially in technology, manufacturing, and renewable energy sectors.

FDI OVERVIEW

As of November 2024, foreign direct investment (FDI) totaled $31.4 billion, a 1% year-on-year increase, with the **processing and manufacturing sector** highlighting its continued role as a cornerstone of Vietnam's economy.



Source: Ministry of Planning and Investment.

- Manufacturing FDI declined by 8.7% from 2023, highlighting the need for diversification and boosting growth in **green industries, technology, and services.**
- Meanwhile, **administrative, technical, and managerial roles** remain critical to ensuring operational efficiency and compliance with international standards, particularly as FDI continues to shape Vietnam's industrial and economic landscape.

SKILL-BASED HIRING

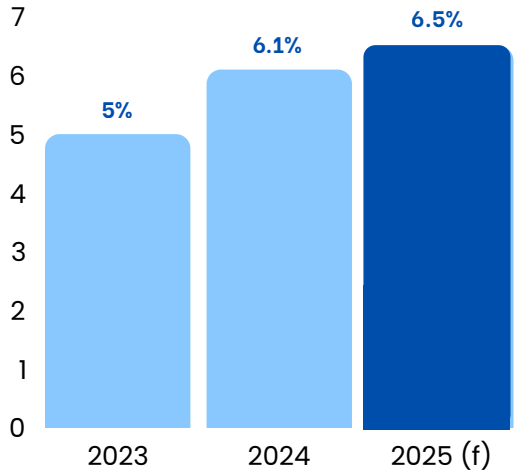
As industries evolve, upskilling the workforce, especially in high-tech, green, and international sectors, is essential. **Skill-based hiring** now takes precedence over traditional qualifications, ensuring businesses adapt to industry changes.

In 2024, skill-based hiring drives the need for companies to map workforce skills and address gaps to remain competitive. To support this, we've restructured our competency framework, offering a clearer view of employee capabilities, organizational needs, and future skill requirements for strategic talent acquisition and development.



GENERAL LABOR TRENDS 2025

GDP GROWTH FORECAST



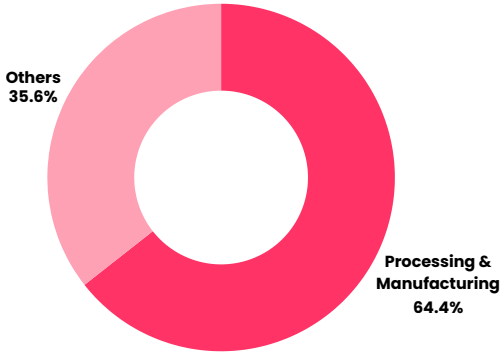
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SALARY GUIDE

INFORMATION TECHNOLOGY

While other sectors like Supply Chain, Business Development & Sales have slowed down since 2023 after an unexpected post-pandemic recovery, **the IT sector** stands out as one of the few that **has maintained steady growth.** This is reflected in the **consistent annual increase of 13-14% in the IT workforce since 2022.** Additionally, the number of newly established businesses in Vietnam has not declined.

BIGGEST TECH TRENDS 2025

QUANTUM COMPUTING

Quantum computing continues to solve problems in cryptography, drug discovery, and climate modeling. Leading companies (Google, IBM, etc) drive progress, making the technology more accessible.

AGENTIC AI SYSTEMS

AI evolves into autonomous agents, transforming supply chain management and predictive maintenance, enhancing automation and efficiency.

GREEN TECH EXPANSION

Renewable energy, carbon capture, and circular manufacturing rise as sustainability becomes a priority, aligning businesses with global environmental goals.

CYBERSECURITY INNOVATIONS

AI-driven cybersecurity, biometric authentication, and blockchain technology protect systems from increasingly sophisticated threats.

ENHANCED CONECTIVITY (5G/6G)

5G adoption and early 6G development enable faster, more reliable connections, supporting AR, VR, and IoT across industries.

VIETNAM'S LEADING IT HUBS

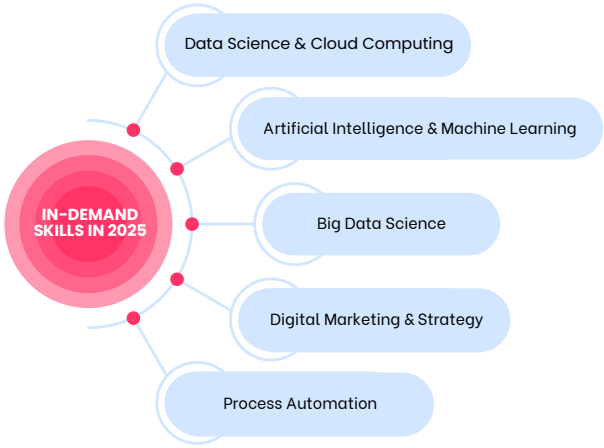


Ha Noi
Administrative hub with direct government policy access.

Da Nang
Emerging as Vietnam's "Silicon Valley" with affordable labor and high quality of life.

Ho Chi Minh
Large, dynamic workforce and key consumer market.

TOP 5 IN-DEMAND SKILLS



ADVICE FOR EMPLOYER

Competitive Compensation: Offer enhanced packages (bonuses, benefits, development) for roles requiring rare languages or tech skills.

Upskilling Programs: Close technical skill gaps by implementing focused training initiatives to develop in-demand expertise.

Flexible Work Culture: Foster a positive environment through hybrid work options and recognize proactive, adaptable employees with rewards and incentives.

ADVICE FOR EMPLOYEE

Master Theory: Combine hands-on practice with updated theoretical knowledge of tech stacks to increase interview success rates.

Enhance Language Skills: Develop fluency in English or others relevant to your job culture to boost career prospects.

Strengthen Soft Skills: Focus on leadership, teamwork, and adaptability for international and hybrid work environments.

INFORMATION TECHNOLOGY

SALARY REPORT

Our data on the IT sector reflects Vietnamese employees and candidates. Gen X (1965–1980) makes up 0.42% of the workforce, Gen Y (1981–1996) constitutes 66.51%, and Gen Z (1997–2012) represents 33.04%.

Base Salary Range | Unit: USD

Position	Year(s) of Experience			
	0-2	3-5	6-10	>10
Frontend Developer	620 - 1,000	1,320 - 1,440	1,770 - 1,950	2,180 - 2,400
Backend Developer	-	1,450 - 1,680	2,100 - 2,400	-
Fullstack Developer	-	1,820 - 2,000	2,000 - 2,500	2,270 - 3,000
Mobile Developer	-	1,960 - 2,160	2,220 - 2,500	2,500 - 3,000
Tester/ QA - QC	620	1,270 - 1,500	1,390 - 1,440	1,420 - 2,000

OUTLIER

Notable outliers have been observed in the offered salary levels, with salary increases of **30–40%** compared to the average figures presented in the above table. These cases are attributed to several critical factors:

Work Ethic

Employers also value candidates with a proactive working attitude, including responsiveness, adaptability, and reliability.

These soft skills are recognized as essential for maintaining efficiency and collaboration, particularly in remote or cross-border teams.

Rare Technical Skills

The need for expertise in niche areas, such as rare programming languages or experience with artificial intelligence (AI), etc. has created a competitive market for candidates possessing these rare and highly sought-after skills.

Employers are willing to offer significantly higher salaries to secure top talent in these domains.

Language Proficiency

Demand for skilled professionals grows as technology integrates across industries, attracting European SMEs to Vietnam. However, language barriers—especially in English—remain a key challenge, ranking third most significant challenge for IT professionals.

To address this, employers offer higher salaries to candidates with strong English skills, enabling them to collaborate with European teams.

Particularly, roles like Project Managers, Business Analysts, Product Owners, and Manual Testers with French proficiency receive slightly higher salary packages.

SUPPLY CHAIN & OPERATION



Vietnam stands out in ASEAN for its favorable investment climate and logistics focus.

VIETNAM: A RISING SUPPLY CHAIN HUB IN ASEAN

Over the past three years, economic volatility has driven major manufacturers to adopt the **China-Plus-One strategy**, **diversifying supply chains** across multiple countries, with ASEAN surpassing China as the top investment destination.

Beyond relying solely on foreign direct investment (FDI), many companies are now **establishing sourcing offices** in Vietnam (with key roles as supply chain operations, sourcing, quality assurance, and product development) as part of their supply chain diversification strategy.

TOP 5 IN-DEMAND SKILLS IN 2025

- SUPPLY CHAIN & LOGISTICS
- SUPPLIER & VENDOR MANAGEMENT
- LANGUAGE (ESPECIALLY CHINESE)
- QUALITY ASSURANCE & COMPLIANCE
- DATA ANALYSIS & REPORTING

ADVICE FOR EMPLOYER

Recruit for Rare Skills: Rare language skills beyond English are limited in Vietnam, making recruitment more time-consuming and competitive.

Strategize Workforce Planning: Consider focusing on skill-based recruitment instead of job-based recruitment.

ADVICE FOR EMPLOYEE

Enhance Language Skills: Learn additional languages, especially Chinese, to strengthen your profile.

Craft Your CV Carefully: Specify your industry, role, region, team size, and global experience to show your job level.

SUPPLY CHAIN & OPERATION

SALARY REPORT

Base Salary Range | Unit: USD

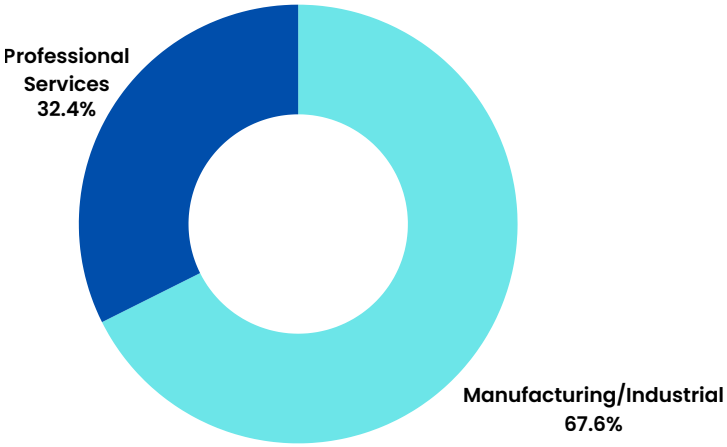
Position	Year(s) of Experience			
	0-2	3-5	6-10	>10
Head of Sourcing & Supply Chain Operations	-	-	1,730 - 2,400	4,550 - 6,250
Operation Assistant	510 - 560	850 - 950	-	-
Senior Product Engineer	-	-	1,820 - 2,000	2,000 - 2,400
Senior QA Engineer (Microbiology)	-	-	1,460 - 1,600	2,400 - 2,640
Social Compliance Specialist	-	910 - 1,000	1,360 - 1,500	2,400 - 2,640
Sourcing & Supply Chain Specialist	1,000 - 1,400	1,000 - 1,500	1,330 - 1,500	1,820 - 2,000
Supplier Development Engineer	1,090 - 1,200	1,440 - 1,560	2,000 - 2,300	3,000 - 3,200
Supply Chain Administrator	520 - 600	610 - 740	760 - 840	1,060 - 1,250
Supply Chain Operator	560 - 680	670 - 800	920 - 1,050	1,240 - 1,600

SUPPLY CHAIN & OPERATION

DATA DESCRIPTION

Our data on Supply Chain & Operation sector shows that most candidates are Vietnamese, with expats accounting for nearly 10%. Gen X (1965–1980) makes up 7.51%, Gen Y (1981–1996) constitutes 52.85%, and Gen Z (1997–2012) represents 39.12%, with Baby Boomers (1946–1964) at 0.52%.

INDUSTRY SECTOR



OUTLIER

Notable outliers have been observed in the offered salary levels, with salary increases of **40–50%** compared to the average figures presented in the above table. These cases are attributed to several critical factors:

Multilingual Proficiency

Professionals fluent in at least two foreign languages, and capable of applying these skills effectively in their work often command salaries 20-30% higher than their peers.

Mission Type

Staffs assigned to special projects, such as being the first employee in a new country or pioneer sourcing for new products, often face high challenges and groundbreaking responsibilities, which typically result in higher compensation.

Multi-Functional Expertise

Professionals who manage multiple job areas (such as sourcing and quality management) often results in more competitive compensation packages.

BUSINESS DEVELOPMENT & SALES

OVERVIEW OF TRENDS

The Business Development & Sales industry has witnessed a significant recover post-pandemic, with the number of employees in sales roles increasing by over 12% in 2022 compared to pre-pandemic levels in 2020.





However, this rapid rise seemed misalign with market demands. Since 2023, the number of sales professionals has declined by 2-3% compared to 2022, particularly in the real estate sector.

CHALLENGES AND NEW REQUIREMENTS

While there is still demand for Sales/Business Development professionals, the market has become more selective and requires higher levels of competency.



DATA-DRIVEN & AI: THE FUTURE OF SALES IN VIETNAM

A key trend is the integration of technology to enhance efficiency, with 60% of B2B sales organizations predicted to adopt data-driven models by 2024. In Vietnam, **the adoption of AI in sales is accelerating**, with sales roles being prioritized for AI integration to optimize budgets and meet evolving market needs.

ADVICE FOR EMPLOYER



Define Key Competencies: *Clearly outline essential skills like communication, negotiation, and industry-specific knowledge.*



Promote Employer Value: *Highlight unique offerings such as incentives, growth opportunities, and company vision.*



Offer Competitive Packages: *Provide flexible compensation plans and structured onboarding to attract and retain top talent.*

ADVICE FOR EMPLOYEE



Define Career Path: *Focus on industries in demand, align with your strengths, and ensure long-term growth potential.*



Develop Competencies: *Build skills aligned with your target role, focusing on business skills (market research, product/service knowledge), and technical skills (prospecting, networking, communicating,).*



Language Proficiency: *Master English and add a second language to enhance global employability.*

BUSINESS DEVELOPMENT & SALES

DATA DESCRIPTION

Our data on Business Development & Sales sector shows a Gen Z-dominated workforce, making up 65.02%, with 14.35% born in 2000. Gen Y holds a moderate share, while Gen X is under 1%.

Base Salary Range | Unit: USD

Position	Year(s) of Experience		
	0-2	3-5	6-10
Business Development Assistant	670 - 720	-	-
Sales Executive	360 - 400	440 - 500	480 - 600
Business Developer	740 -910	1,320 - 1,500	2,360 - 2,760

OUTLIER

Notable outliers have been observed in the offered salary levels, with increases of **20–25% for the same job level**. These exceptions are attributed to those key factors:

1 **INDUSTRY EXPERTISE**	Deep knowledge of the industry, including market trends, customer behaviors, and the ability to analyze market opportunities, create effective sales strategies, and align them with business goals is highly valued.
2 **TECHNICAL KNOWLEDGE**	Understanding of the company's products and services, especially in industries like SaaS, AI, or advanced manufacturing, where technical sales require explaining complex solutions.
3 **NETWORK AND RELATIONSHIPS**	A strong professional network and relationships with key accounts, decision-makers.
4 **PROVEN TRACK RECORD**	Proven success in meeting targets, closing large deals, and driving revenue.
5 **LANGUAGE PROFICIENCY**	English fluent is required and other languages needed are plus (e.g: Chinese, French, etc.).

SOA data reveals that salaries in **high-demand or special sectors like technology, renewable energy, or financial services** can significantly increase earning potential. For example, **ocean data services, particularly marine renewable energy, are 30–40% higher compared to other industries**. This gap is driven by key factors:



SPECIALIZED EXPERTISE

Roles in marine renewable energy require niche skills in oceanography, marine engineering, and renewable energy.



ADVANCED TECHNOLOGY

Professionals in Business Development & Sales must deeply understand specific technology (like AI, IoT, and LiDAR for data collection and analysis) to effectively grasp the operations and engage clients.



ECONOMIC AND STRATEGIC IMPORTANCE

Marine renewable energy sector is funded by governments and private investors, enabling companies to offer competitive salaries to attract top talent.



GLOBAL COMPETITION

Due to intense global labor competition, companies often offer higher salaries based on international benchmarks to retain top talent.

ADMINISTRATION

Back-office roles, particularly receptionists and administrative staff, are crucial for maintaining an organized and efficient office environment.

STAFFING NEEDS



According to Source of Asia data:

- Companies with over **20 employees** typically need at least **one dedicated admin.**
- Businesses with over **200 sqm** of leased office space or 80+ employees usually require **a receptionist** in addition to the admin team.

MARKET GROWTH



Some evidences supporting the growing need for robust office management positions:

- **Office leasing has significantly increased**, with over 160,000 sqm completed in HCMC and 135,000 sqm in Hanoi.
- The **68% increase in Grade A office spaces** in 2023 further underscores this demand.

TOP 5 IN-DEMAND SKILLS IN 2025



COMMUNICATION SKILLS



CUSTOMER SERVICE SKILLS



DIGITAL SKILLS



ORGANIZATIONAL SKILLS



PROBLEM SOLVING SKILLS

ADVICE FOR EMPLOYER



Positive Work Environment: *Foster collaboration, open communication, inclusivity, and recognize contributions. to create a positive and engaging work environment.*



Compensation & Benefits: *Provide competitive packages aligned with market standards, including attractive salaries, comprehensive benefits, and non-financial perks.*



Career Development: *Provide clear career paths, training, mentorship, and growth opportunities.*

ADVICE FOR EMPLOYEE



Role Understanding: *Research salary, job requirements, and company background to align skills and show professionalism.*



Building Expertise: *Commit to staying in the role for at least 15–18 months to build expertise and master company processes.*



Career Progression: *Value the role, develop transferable skills, and set career goals to enhance job satisfaction and advancement opportunities.*

ADMINISTRATION

SALARY REPORT

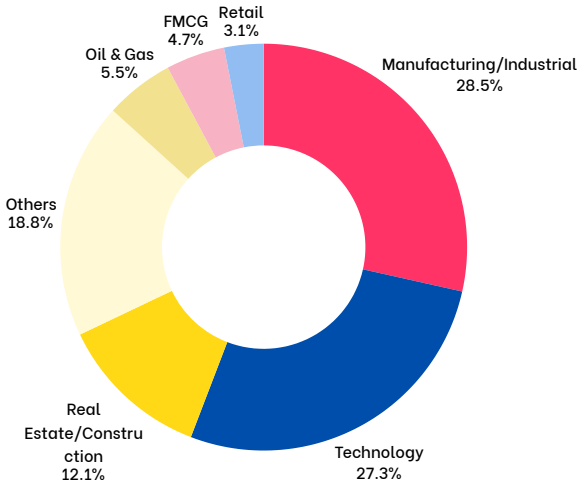
Our data on the Administration sector reflects Vietnamese employees. Gen X (1965–1980) makes up 1.17% of the workforce, Gen Y (1981–1996) constitutes 46.86%, and Gen Z (1997–2012) represents 51.96%.

Base Salary Range | Unit: USD

Position	Year(s) of Experience		
	0-2	3-5	≥6
Receptionist cum Admin	370 - 410	-	-
Administrator	380 - 430	440 - 500	730 - 1,000

DATA DISTRIBUTION

The industry distribution of administration in SOA data reflects a strong emphasis on Manufacturing, Technology, and Real Estate, driven by industrialization, urbanization, and tech growth. Sectors like Oil & Gas, FMCG, and Retail play important roles in meeting consumer demand, while Agriculture and Professional Services show a gradual shift from traditional industries, highlighting the country's evolving economic landscape.



OUTLIER

In 2024, notable outliers have been observed in the offered salary levels, with increases of **30–40%** compared to the market average as the above table. These cases are attributed to several critical factors:

Company Size

Larger organizations or multinational corporations (MNCs) often offer higher salaries due to their complex operational needs and larger budgets.

Skills and Competencies

Salaries vary depending on whether the role demands advanced technical skills, foreign language proficiency, or specialized knowledge in areas like HR or compliance as well as a professional demeanor and neat appearance.

Industry

Companies in high-demand industries (IT, Manufacturing, etc.) generally provide higher compensation compared to smaller or less profitable sectors.





01 ABOUT SOURCE OF ASIA

ABOUT SOURCE OF ASIA

WHO WE ARE

For over 20 years, **Source of Asia has been a leading International Business Accelerator**, empowering global enterprises to thrive in the dynamic markets of Southeast Asia and beyond. **We serve as your trusted partner, guiding you through successful penetration, operation, and growth within this vibrant region.**

Our tailored solutions address every stage of your Asian journey. Whether you're seeking **to enter a new market, optimize your supply chain, navigate local regulations, or explore mergers and acquisitions**, our core business units offer comprehensive supports.

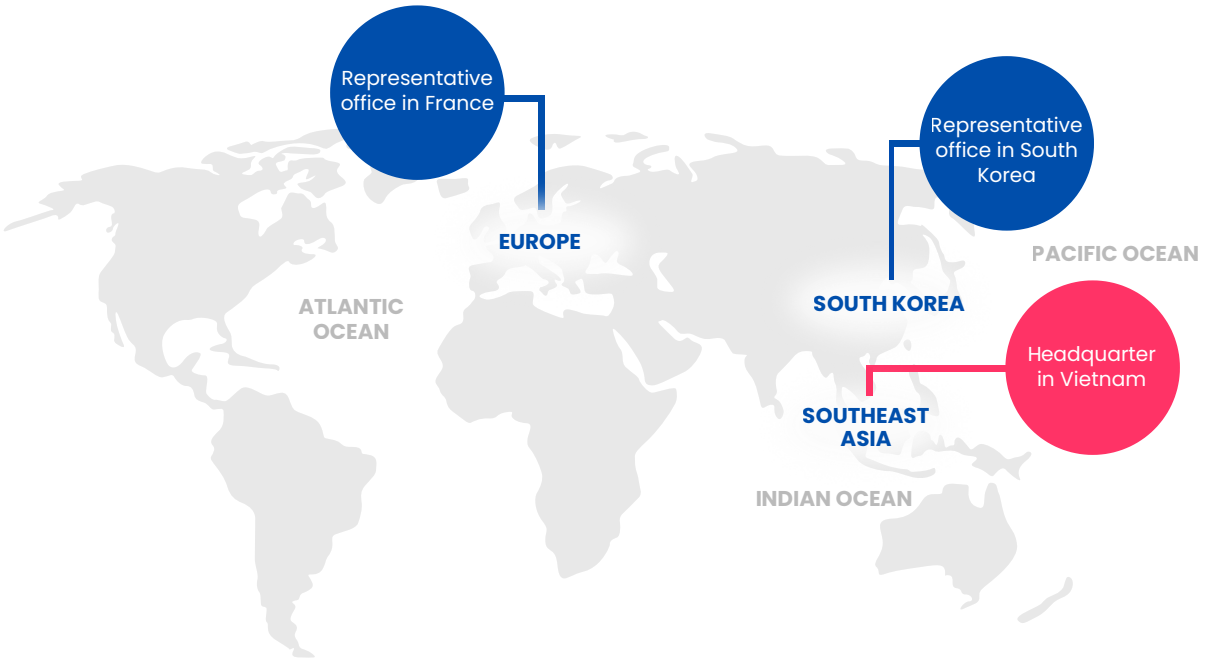
We invest in understanding your specific needs, ensuring our solutions are tailored for success by combining our extensive local knowledge with international best practices. Therefore, share your projects with us today, **WE ARE HERE TO GET YOU THERE!**

NUMBERS SPEAK

+70
passionate
& multi-sectors experts

+500
happy customers

+20
networks and institutions that SOA is a member of or accredited by



Covering:

- Philippines
- Indonesia
- Malaysia
- Singapore
- Thailand
- Cambodia

WE ARE HERE TO GET YOU THERE



WE PROVIDE TAILOR SOLUTIONS TO HELP YOUR BUSINESS GROW

Unlock your business's full potential. We partner with companies to identify and achieve their strategic goals, driving growth and profitability.

OUR SERVICES

MARKET EXPANSION
Formulating and implementing tailored growth strategies to successfully transition into your targeted countries.

CORPORATE & HR SOLUTIONS
Helping you optimize your foothold in Vietnam and other ASEAN countries, and managing your setup on your behalf.

SOURCING & SUPPLY CHAIN
Optimizing your production, organization & outsourcing your whole supply chain management into experts' hands.

M&A SERVICES
Accompanying and advising in each step of your business expansion strategy through M&A transactions.

WHY CHOOSE US

LOCAL EXPERTISE
We navigate cultural nuances and complexities, representing your interests and operating your activities seamlessly.

PROVEN TRACK RECORD
Our strong hands-on approach and proven agility guarantee successful outcomes.

EXTENSIVE NETWORK
Our large community networks will connect you with valuable resources and potential partners.

OUR NETWORKS

We are accredited by and active partners of **several business networks**...

AND MANY MORE...

CORPORATE SERVICES & HR SOLUTIONS

Streamline your operations in Asia.
Our Corporate Services and HR solutions help you establish and manage your local presence efficiently, from legal setup, talent acquisition, workspace solutions and other tasked supporting services.

+200
Employee's payrolls managed

+100
Companies hosted

+60
Desk space rented (private offices & co-working)

+30K
CVs in our database

SERVICE 1: SET-UP YOUR LOCAL TEAM

Are you looking to expand your business into Vietnam, Southeast Asia, or South Korea? Are you struggling to find the right local talent? Or overwhelmed by the administrative tasks of hiring and managing a local team?
We can help with these services:

- Salary benchmarking & Recruitment
- Employer of record/Wage hosting Service
- Expat mobilization
- Co-working space
- Import & Storage Services to assist your very first business abroad

SERVICE 2: ESTABLISH YOUR LEGAL PRESENCE

Ready to establish your official presence overseas? We've got you covered. We offer below comprehensive business support services in:

- Legal setup
We guide you through the process.
- Private office rental
We offer flexible office space options.
- Corporate secretarial services:
We handle your company's administrative tasks.
- Accounting & tax services
We ensure compliance and optimize your tax liabilities

SERVICE 3: HR PERFORMANCE OPTIMIZATION

Optimize your management team's performance. We offer HR audits, training, and staffing solutions to help you assess and enhance your team's effectiveness.

SERVICE 4: EOR SOLUTIONS FOR ASIAN EXPANSION

Expand your business across Asia with ease. Our EOR services, supported by trusted partners throughout the region, enable you to efficiently scale your operations from your strategic hub in Vietnam.



WE ARE HERE TO GET YOU THERE

Struggling To Hire Multilingual Employee?

We've got your back! Empower your team with a tool that bridges language gaps seamlessly.

Imagine WhatsApp, but with the power to translate every message—even PDF documents in real-time, making global collaboration smoother and more efficient than ever.





Your INSTANT AI TRANSLATION

- Instant Multilingual Chat
- Translation Of Voice Messages
- Multilingual Discussion Groups
- Document Translation

Curious how it works? Scan to find out!

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translationtchat@sourceofasia.com

www.sourceofasia.com

CH Play

App Store

DISCLAIMER

With 1,115 data points across 4 sectors, we establish expected salary ranges by calculating median values for minimum and maximum salaries based on years of experience. This method focuses on central tendencies, excludes outliers, and provides a consistent, reliable benchmark for comparing salaries across roles.

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Doing business in Vietnam 2021-2022



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Doing business in Vietnam 2024-2025





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COMPANIES EMERGING TO VIETNAM/ASIA

*We assist **companies entering the Vietnamese or broader Asian market for the first time**, helping them establish local teams for sourcing, business development, or eventual legal entity creation.*

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*We provide staffing solutions to optimize workforce planning for **large multinational corporations already operating in Vietnam**, enabling them to adapt their business activities flexibly.*

OUR NETWORKS

We are accredited by and active partners of **several business networks**...

AND MANY MORE...



source of asia

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0 INTRODUCTION

The SOA Salary Guide 2025 highlights four key sectors aligned with SOA's expertise:

- **Information Technology**
- **Supply Chain & Operations**
- **Business Development & Sales**
- **Administration.**

The salary data in this guide reflects 2024 figures and has been compiled from our candidates and our clients' employees, encompassing French and European Small & Medium Enterprise (SMEs), as well as Japanese, Singaporean, US, UK, and European multinational corporations (MNCs). This data focuses on businesses operating in Hanoi and Ho Chi Minh City.

SOA Salary Guide 2025 serves as a valuable resource for both employers and job seekers, providing comprehensive salary data to facilitate informed decisions in making new hires and appraisal period. In today's competitive landscape, understanding your market value is crucial, and this guide is designed to empower you with the insights needed to navigate salary negotiations with confidence.

Please note that the figures are not exhaustive and may not represent the broader business landscape across Vietnam. While every effort has been made to ensure the accuracy and thoroughness of the data collection and compilation, this guide is intended to be interpretive and indicative rather than conclusive.

The salary ranges provided in this guide represent base salaries only and are influenced by factors such as location, skills, work experience, tenure, geographical scope, value contribution to new market expansion, and more. Additionally, salaries for certain positions may vary based on factors like company size, expected growth rates/ margin, benefits packages, market conditions, and other variables. All salaries listed in the SOA Salary Guide 2025 are gross monthly wages expressed in US dollars (USD).

THE SOURCE OF ASIA TEAM.



WE ARE HERE TO GET YOU THERE



GENERAL LABOR TREND 2025

ECONOMIC GROWTH & JOB MARKET





- According to Okun's Law, higher GDP growth reduces unemployment. Economic recovery will create more job opportunities across industries.
- Job growth will be concentrated in urban hubs like Ho Chi Minh City, Da Nang and Hanoi, especially in technology, manufacturing, and renewable energy sectors.

Vietnam's GDP is expected to grow from 5% in 2023 to 6.5% in 2025

FDI OVERVIEW 2024

💰FDI Total (Nov 2024): $31.4B

📈Year-on-Year Growth: +1%

🏭Processing & Manufacturing: $20.2B (64.4% of total)

CHALLENGES & OPPORTUNITIES

📉 Manufacturing Sector Decline: -8.7% vs. 2023
📊 Need for Diversification
🌱 Emerging Sectors: Green Industries, Technology, Services

WORKFORCE IMPACT

👩‍💻 New Roles in IT, Automation, Green Tech
📚 Upskilling Workforce to Meet New Demands
🚀 Training Programs Will Be Key

HIRING TREND 2024

🛠️ Skill-First Hiring
🔍 Focus on Skills to Align with Evolving Industries
📌 Demand for Administrative, Technical, and Managerial Roles

TREND IN 2024: SKILL-FIRST HIRING

Skill-based hiringis a key trend in 2024, pushing companies to map workforce skills and address gaps to stay competitive. Our updated competency framework provides a clearer view of employee capabilities, organizational needs, and future skill requirements for more strategic talent development.

BUSINESS SKILLS



To shape vision and strategy

PEOPLE SKILLS



To collaborate and work with others

INDIVIDUAL SKILLS



To drive results and accountability

LEADERSHIP SKILLS



To empower and enable people

DIGITAL SKILLS



To lead innovation and agility

JOB-SPECIFIC TECHNICAL SKILLS



To provide expertise

SUPPLY CHAIN AND OPERATION



Vietnam stands out in ASEAN for its favorable investment climate and logistics focus.

VIETNAM: A RISING SUPPLY CHAIN HUB IN ASEAN

Over the past three years, economic volatility has driven major manufacturers to diversify supply chains across multiple countries, with ASEAN surpassing China as the top investment destination.

Beyond relying solely on foreign direct investment (FDI), many companies are now establishing sourcing offices in Vietnam (with key roles as supply chain operations, sourcing, quality assurance, and product development) as part of their supply chain diversification strategy.

TOP 5 IN-DEMAND SKILLS IN 2025

- SUPPLY CHAIN & LOGISTICS
- SUPPLIER & VENDOR MANAGEMENT
- LANGUAGE (ESPECIALLY CHINESE)
- QUALITY ASSURANCE & COMPLIANCE
- DATA ANALYSIS & REPORTING

ADVICE FOR EMPLOYER

Recruit for Rare Skills: *Rare language skills beyond English are limited in Vietnam, making recruitment more time-consuming and competitive.*

Strategize Workforce Planning: *Focus on whether to prioritize the right person or the right skills for your job requirements.*

ADVICE FOR EMPLOYEE

Enhance Language Skills: *Learn additional languages, especially Chinese, to strengthen your profile.*

Craft Your CV Carefully: *Specify your industry, role, region, team size, and global experience to show your job level.*

BUSINESS DEVELOPMENT & SALES

SALARY REPORT

Our data on Business Development & Sales sector shows a Gen Z-dominated workforce, making up 65.02%, with 14.35% born in 2000. Gen Y holds a moderate share, while Gen X is under 1%.

Position	Year of Experience		
	0-2	3-5	6-10
Business Developer	740 -906	1,318 - 1,500	2,360 - 2,754
Market Expansion Assistant	667 - 720	N/A	N/A
Sales Executive	362 - 400	436 - 500	480 - 600

OUTLIER

SOA data reveals that salaries in ocean data services, particularly marine renewable energy, are 30-40% higher compared to other industries. This gap is driven by several key factors:

Specialized Expertise

Roles demand niche skills in oceanography, marine engineering, data analytics, and renewable energy. Advanced degrees and English proficiency are often essential, creating a limited and valuable talent pool.

Advanced Technology

The sector uses AI, IoT, and LiDAR for data analysis, requiring business professionals to deeply understand these tools for client engagement.

Strategic Importance

A key player in the global energy transition, with governments and investors funding projects to achieve net-zero goals, driving competitive salaries.

Global Competition

Talent demand spans regions, influenced by international salary benchmarks, especially in high-growth markets like Europe, the U.S., and Asia-Pacific

In SOA Salary Guide 2024, notable outliers in offered salary levels for the same job, and the same level have been observed, with increases of 20-25% above the other data. These exceptions are attributed to several key factors:

Technical Knowledge



Familiarity with products and services, especially in industries like SaaS, AI, or advanced manufacturing, where technical sales require explaining complex solutions.

Proven Track Record

A consistent history of meeting or exceeding sales targets, closing high-value deals, and driving revenue growth stands out.



Metrics such as deal sizes, percentage of quota achieved, or revenue contributions are critical.

Language proficiency



English fluent is required and other languages needed are plus (e.g: Chinese, French, etc.)

Network and Relationships

A strong professional network and the ability to build long-term client relationships provide a competitive edge.



Candidates with access to decision-makers or key accounts often command higher salaries.

Industry Expertise

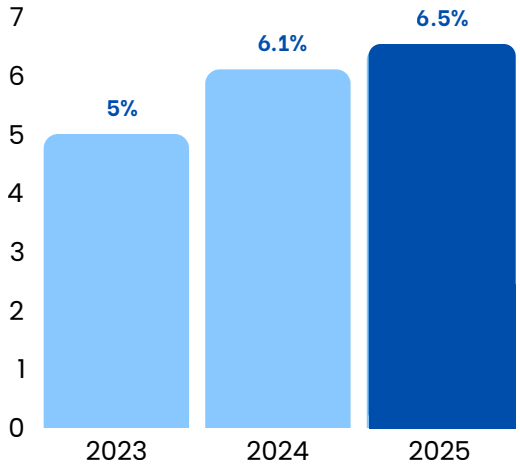
Deep knowledge of the industry, including market trends, customer behaviors, and competitors.



The ability to analyze market opportunities, create effective sales strategies and align them with business goals is highly valued. Specialization in high-demand sectors like technology, renewable energy, or financial services can significantly increase earning potential.

GENERAL LABOR TREND 2025

GDP GROWTH FORECAST

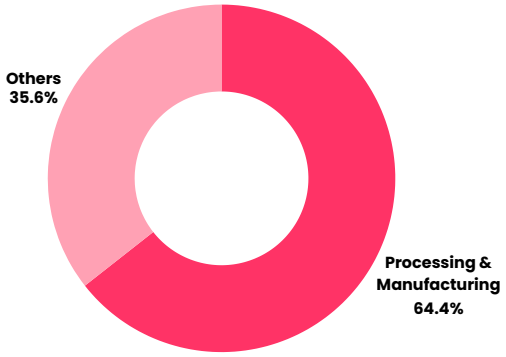


Vietnam's economy is set to grow in 2025, driven by recovery and resilience, highlighting the **country's ability to rebound amid global uncertainties.** As GDP rises, unemployment is expected to decline, creating job opportunities across industries.

Job growth will be concentrated in urban hubs like **Ho Chi Minh City, Da Nang and Hanoi**, especially in technology, manufacturing, and renewable energy sectors.

FDI OVERVIEW

As of November 2024, foreign direct investment (FDI) totaled $31.4 billion, a 1% year-on-year increase, with the **processing and manufacturing sector** highlighting its continued role as a cornerstone of Vietnam's economy.



- Manufacturing FDI declined by 8.7% from 2023, highlighting the need for diversification and boosting growth in **green industries, technology, and services.**
- Meanwhile, **administrative, technical, and managerial roles** remain critical to ensuring operational efficiency and compliance with international standards, particularly as FDI continues to shape Vietnam's industrial and economic landscape

SKILL-BASED HIRING

As industries evolve, upskilling the workforce, especially for high-tech, green, and international sectors becomes crucial. Training programs will focus on IT, automation, and emerging fields, **driving Skill-based hiringas a key recruitment trend in 2024.**

To stay competitive, companies will need to map workforce skills and address gaps. Our updated competency framework will help map employee capabilities and future skill needs for more strategic talent development.

BUSINESS SKILLS
To shape vision and strategy

PEOPLE SKILLS
To collaborate and work with others

INDIVIDUAL SKILLS
To drive results and accountability

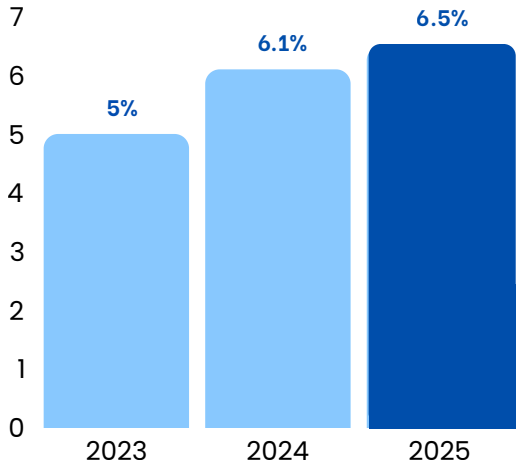
LEADERSHIP SKILLS
To empower and enable people

DIGITAL SKILLS
To lead innovation and agility

JOB-SPECIFIC TECHNICAL SKILLS
To provide expertise

GENERAL LABOR TREND 2025

GDP GROWTH FORECAST

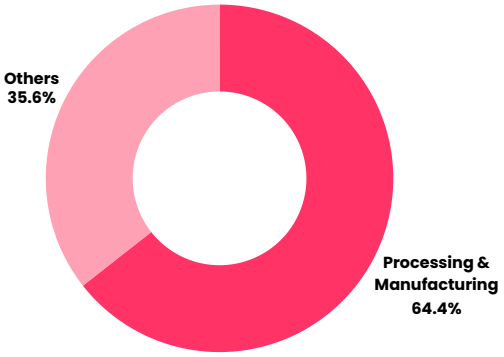


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SKILL-FIRST HIRING

As industries evolve, upskilling the workforce, especially in high-tech, green, and international sectors, is essential. **Skill-based hiring**now takes precedence over traditional qualifications, ensuring businesses adapt to industry changes.

In 2024, Skill-based hiringdrives the need for companies to map workforce skills and address gaps to remain competitive. To support this, we've restructured our competency framework, offering a clearer view of employee capabilities, organizational needs, and future skill requirements for strategic talent acquisition and development.

BUSINESS SKILLS
To shape vision and strategy

PEOPLE SKILLS
To collaborate and work with others

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To empower and enable people

DIGITAL SKILLS
To lead innovation and agility

JOB-SPECIFIC TECHNICAL SKILLS
To provide expertise

INFORMATION TECHNOLOGY

While other sectors like Supply Chain, Business Development and Sales have slowed down since 2023 after an unexpected post-pandemic recovery, **the IT sector** stands out as one of the few that **has maintained steady growth.** This is reflected in the **consistent annual increase of 13-14% in the IT workforce since 2022.** Additionally, the number of newly established businesses in Vietnam has not declined.

BIGGEST TECH TREND 2025

QUANTUM COMPUTING

Quantum computing continues to solve problems in cryptography, drug discovery, and climate modeling. Leading companies (Google, IBM, etc) drive progress, making the technology more accessible.

AGENTIC AI SYSTEMS

AI evolves into autonomous agents, transforming supply chain management and predictive maintenance, enhancing automation and efficiency.

GREEN TECH EXPANSION

Renewable energy, carbon capture, and circular manufacturing rise as sustainability becomes a priority, aligning businesses with global environmental goals.

CYBERSECURITY INNOVATIONS

AI-driven cybersecurity, biometric authentication, and blockchain technology protect systems from increasingly sophisticated threats.

ENHANCED CONECTIVITY (5G/6G)

5G adoption and early 6G development enable faster, more reliable connections, supporting AR, VR, and IoT across industries.

VIETNAM'S LEADING IT HUBS

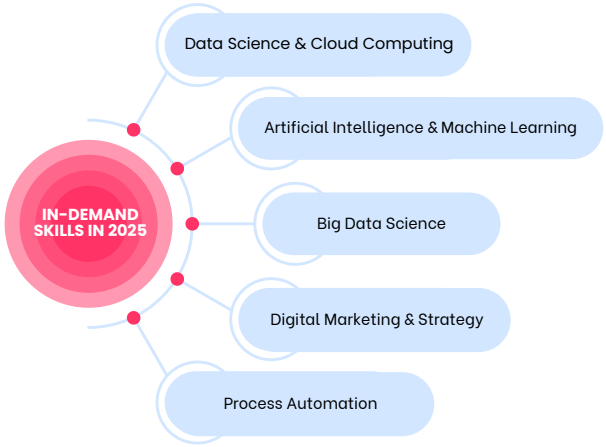


Ha Noi
Administrative hub with direct government policy access.

Da Nang
Emerging as Vietnam's "Silicon Valley" with affordable labor and high quality of life.

Ho Chi Minh
Large, dynamic workforce and key consumer market.

TOP 5 IN-DEMAND SKILLS



ADVICE FOR EMPLOYER

Competitive Compensation: *Offer enhanced packages (bonuses, benefits, development) for roles requiring rare languages or tech skills.*

Upskilling Programs: *Close technical skill gaps by implementing focused training initiatives to develop in-demand expertise.*

Flexible Work Culture: *Foster a positive environment through hybrid work options and recognize proactive, adaptable employees with rewards and incentives.*

ADVICE FOR EMPLOYEE

Master Theory: *Combine hands-on practice with updated theoretical knowledge of tech stacks to increase interview success rates.*

Enhance Language Skills: *Develop fluency in English or others relevant to your job culture to boost career prospects.*

Strengthen Soft Skills: *Focus on leadership, teamwork, and adaptability for international and hybrid work environments.*

SUPPLY CHAIN AND OPERATION



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- QUALITY ASSURANCE & COMPLIANCE
- DATA ANALYSIS & REPORTING

ADVICE FOR EMPLOYER

Recruit for Rare Skills: *Rare language skills beyond English are limited in Vietnam, making recruitment more time-consuming and competitive.*

Strategize Workforce Planning: *Consider focusing on skill-based recruitment instead of job-based recruitment.*

ADVICE FOR EMPLOYEE

Enhance Language Skills: *Learn additional languages, especially Chinese, to strengthen your profile.*

Craft Your CV Carefully: *Specify your industry, role, region, team size, and global experience to show your job level.*

ADMINISTRATION

Back-office roles, particularly receptionists and administrative staff, are crucial for maintaining an organized and efficient office environment.

STAFFING NEEDS

According to Source of Asia data:

- Companies with over 20 employees typically need at least one dedicated admin.
- Businesses with over 200 sqm of leased office space or 80+ employees usually require a receptionist in addition to the admin team.

MARKET GROWTH

Some evidence supporting the growing need for robust office management positions:

- Office leasing has significantly increased, with over 160,000 sqm completed in HCMC and 135,000 sqm in Hanoi.
- The 68% increase in Grade A office spaces in 2023 further underscores this demand

TOP 5 IN-DEMAND SKILLS IN 2025



COMMUNICATION SKILLS



CUSTOMER SERVICE SKILLS



DIGITAL SKILLS



ORGANIZATIONAL SKILLS



PROBLEM SOLVING SKILLS

ADVICE FOR EMPLOYER

Positive Work Environment: *Foster collaboration, open communication, inclusivity, and recognize contributions. to create a positive and engaging work environment.*

Compensation & Benefits: *Provide competitive packages aligned with market standards, including attractive salaries, comprehensive benefits, and non-financial perks.*

Career Development: *Provide clear career paths, training, mentorship, and growth opportunities.*

ADVICE FOR EMPLOYEE

Role Understanding: *Research salary, job requirements, and company background to align skills and show professionalism.*

Building Expertise: *Commit to staying in the role for 15–18 months to build expertise and master company processes.*

Career Progression: *Value the role, develop transferable skills, and set career goals to enhance job satisfaction and advancement opportunities.*