

coex VINA

VietConsumer
2026

VIETNAM CONSUMER GOODS AND LIVING FAIR 2026

04 - 07/6, 2026

Sai Gon Exhibition Convention Center (SECC),
HCMC



Show Overview

VietConsumer 2026 is a Consumer & Lifestyle Exhibition dedicated exclusively to Vietnamese brands, developed as a 100% B2C platform. The exhibition focuses on connecting Vietnamese businesses directly with end consumers through product showcases, interactive experiences, and on-site sales opportunities.

Date: 04 - 07.06, 2026

Venue: Sai Gon Exhibition Convention Center (SECC), HCMC

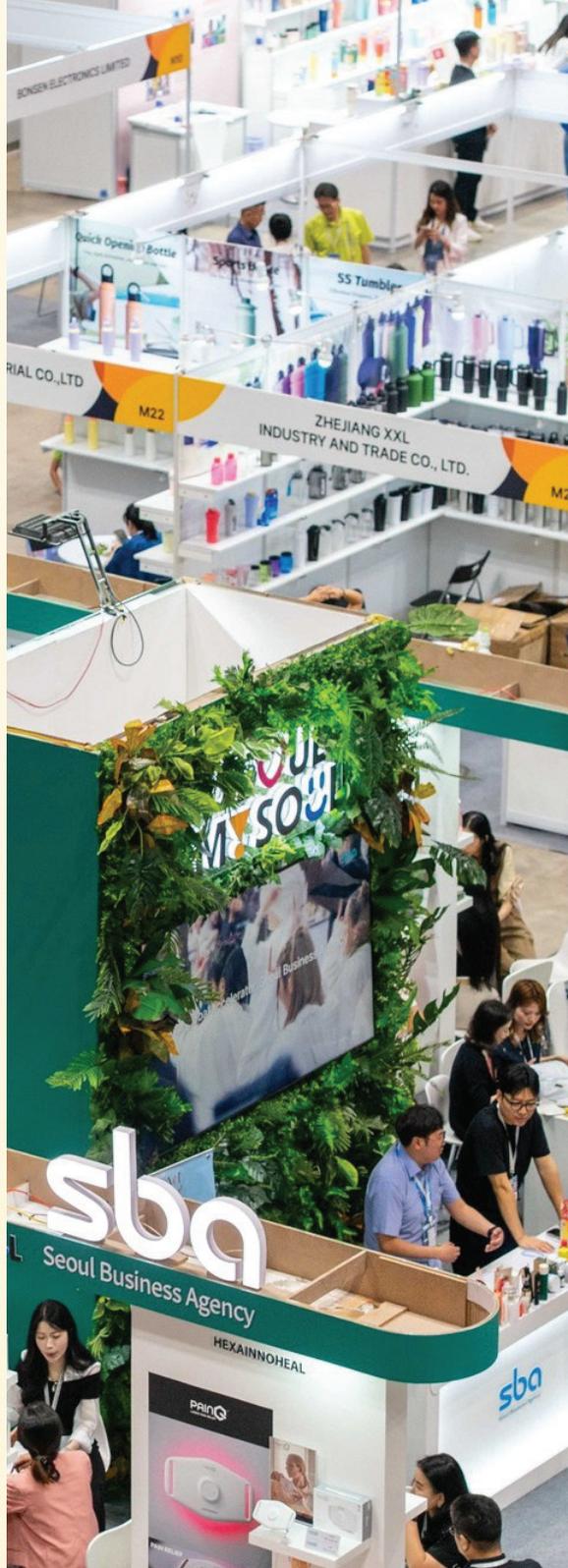
Scale: 50 companies, 80 booths

Organizer: Coex

Co-located Exhibition: VIPREMIUM, Vietbaby, Vietedu

Visitor profile:

- Young consumers (Gen Z & Millennials)
- Young families in Ho Chi Minh City and surrounding areas
- Consumers interested in lifestyle, consumer goods, and modern living trends
- Supporters of Vietnamese brands and local brands
- KOLs, KOCs, content creators, and creative communities
- Shop owners in décor, fashion, cosmetics, and F&B



Co-Located Exhibition



| VIPREMIUM

A B2B-focused exhibition aimed at penetrating and expanding the consumer goods market in Vietnam, an emerging market that has become South Korea's third-largest export destination.



| VIETBABY

The largest exhibition in Vietnam dedicated to baby and children's products, attracting a large number of young families and target consumers, providing an effective platform to access the domestic mass market.



| VIETEDU

A leading education exhibition in Vietnam, showcasing the latest trends, products, and solutions, and attracting students, parents, and organizations in the education sector.



Exhibition Activities

| Flash Sale Hours

Daily promotional time slots are designed to create peak shopping moments and drive immediate purchase decisions. Exhibitors can leverage limited-time offers to maximize sales performance at their booths.



Exhibit Categories:



Home & Living

Home décor, outdoor décor, household goods, kitchenware, furniture



Beauty & Fashion

Cosmetics, personal care, wellness products, fashion, jewelry, accessories



Food & Beverage

Agricultural products, processed foods, packaged foods, beverages



Smart Technology

Smart home devices, lifestyle technology, personal electronics



Gifts & Handicrafts

Gift items, stationery, handmade and artisan products



| Mini Workshop

Interactive workshops and hands-on experiences such as DIY crafts, beauty activities, and decoration sessions allow consumers to engage more deeply with products, extend their time at the exhibition, and increase purchase conversion.

| Consumer Interaction Program

A series of check-in activities, giveaways, and interactive minigames will run throughout the event, encouraging visitors to explore more booths while enhancing their overall exhibition experience



Why Exhibit at VietConsumer?

01 Direct Access to End Consumers
Engage face-to-face with target customers who are actively looking for new products and brands.

02 Sales & Market Validation
Test the market, launch new products, and generate on-site sales while collecting real consumer feedback.

03 Enhanced Brand Visibility
An immersive exhibition environment helps brands stand out and connect with consumers more effectively.

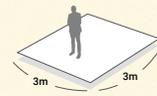
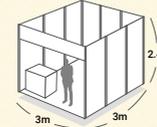
04 Shopping Activation Activities
Promotional campaigns such as happy hours, product experiences, and sampling drive consumer engagement and purchases.

05 Co-located Exhibitions for Greater Reach
Held alongside VIPREMIUM, VietBaby, and VietEdu with a combined exhibition area of up to 18,000 sqm, bringing greater visitor traffic and brand exposure.

Participation Process



Booth Options & Participation Cost

Booth Details	Raw Space	Standard Booth	Premium Booth
Loại gian hàng			
Chi tiết	<ul style="list-style-type: none"> Floor space only provided (3m x 3m per booth) Exhibitors are responsible for booth design, construction, and related costs Booth design must be submitted to the Organizer for approval before construction Additional utilities and services can be registered upon request 	<p>- Standard booth structure provided (3m x 3m per booth)</p> <p>Includes:</p> <ul style="list-style-type: none"> Company name fascia board Carpet flooring and waste bin 1 information desk and 2 chairs 2 fluorescent lights 1 power socket (5A / 220V, max. 600W) – not connected to lighting <p>- Additional utilities and services can be registered upon request</p>	<p>Premium Customized Booth Package</p> <p>Includes:</p> <ul style="list-style-type: none"> Company name fascia and booth number Carpeted flooring (Pytex) 1 information counter + 1 chair 1 meeting table + 4 chairs 1kW lighting (including electricity supply) 1 power socket and 1 waste bin <p>Additional services and facilities can be arranged upon request.</p>
Early Bird Registration (31.03.2026)	For detailed pricing, please contact the Organizer.		
Standard Registration (30.04.2026)			

(*) Early Bird exhibitors will receive priority in booth location selection and additional marketing benefits, including pre-event email marketing campaigns.



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