

Record number of users and messages sent per day via Zalo

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By the end of the fourth quarter of 2024, the Zalo messaging platform had recorded 77.7 million monthly active users (MAUs) and 2 billion daily messages. The 2024 summary report of the Ministry of Information and Communications also showed that Zalo is currently leading the domestic social networking market, accounting for nearly 70% of the market share.

In addition to maintaining its position as the leading messaging platform in Vietnam, Zalo is also actively expanding its ecosystem from digital content, electronic payments to artificial intelligence, bringing a comprehensive digital experience to users.

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Not only stopping at calling and messaging features, Zalo aims to serve many different needs of users. For example, Zalo Video is a short video platform on Zalo that has attracted 35 million regular users. Zalo Mini App small applications reach 31 million users per month.

In addition to digital content, Zalo is promoting the development of digital finance. With 8.8 million regular users, the in-app money transfer feature is integrated with a series of leading banks such as Vietcombank, BIDV, Vietinbank, MB Bank, Techcombank, TPBank, VPBank, OCB, VIB, HDBank, MSB, LPBank and BaovietBank. Thanks to that, users can make transactions quickly and conveniently with just a few simple steps.

At the same time, Zalo's business services also show great potential with 68,000 paid business partner packages, supporting the optimization of customer interaction processes.

To enhance user experience, Zalo also applies artificial intelligence (AI) to technology solutions. Kiki Auto assistant currently has more than 1 million installations, accounting for 20% of the automobile market share in Vietnam. On average, 1 in 5 cars in circulation uses Kiki Auto, showing the appeal of voice assistant technology in the automobile industry.

25% of Zalo users are regularly using AI features, from voice recognition to image processing and automatic interactions. Notably, on the occasion of Lunar New Year 2025, Zalo launched the Tet AI Sticker Card feature, helping users create unique greeting cards. Previously, on October 20, this feature successfully attracted 5 million card creations.



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