

# Zalo surpasses Facebook Messenger, becoming the most favorite messaging application in Vietnam

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On June 1, Adsota released the report "Vietnam digital advertising market 2021: A strategy to catch up and break through". Accordingly, Zalo is currently the most popular messaging application in Vietnam. Previously this position belonged to Facebook Messenger.

In 2018, the percentage of Facebook Messenger users accounted for 79% of all Internet users aged 16-64. By 2019, this number dropped to 74%, equal to the Zalo application.

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According to Adsota's assessment, even though it was launched after big companies like Facebook Messenger, Skype or Whatsapp, with constantly improving and updating new features and expanding features, Zalo still shows rapid growth. Most likely, Zalo will be upgraded to become a social network in the future and directly confront Facebook in the Vietnamese market.

This report also revealed that, in 2019, each Vietnamese person spends an average of 6.5 hours/day accessing the Internet. When Covid-19 took place, this number increased to nearly 7 hours a day. In particular, livestream with the ability to transform content and high interactivity has emerged as a popular entertainment method. In just over half a month since the social distancing order was issued, all livestream metrics on Facebook Gaming jumped with a total of 119.7 million views, an increase of 81.37%.

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