



Sensing Asia

Micro Consulting Service

トレンドセンシング サンプル・レポート

Trend in Health / Vietnam

カスタマイズで国や分野を指定した内容となります。
最初にトレンドの説明、そしてその背景の説明という構成です。
ここではレポートの一部を抜粋しています。

1. Booming Zumba

- Zumba, a combination of dancing and fitness craze, arrived in Vietnam for the first time in 2009. This internationally-popular dancing style quickly became a hot trend here too, giving exercise enthusiasts another way to stay fit to the energetic Latin soundtrack.
- **California Fitness & Yoga Centers (CFYC)** was the first club to bring Zumba to Vietnam. The club was founded by Mike Thomas, a world-famous dance master, who served as a Zumba Training Specialist for the first 10 years. The club is located at the Hung Vuong club in District 5 at the time.
- One of the biggest Zumba clubs in Ho Chi Minh City is **LaZum 3**. The club has a large number of classes with an international team of certified Instructors from the UK, Indonesia, and other countries. They hold classes for adults, children and companies at various locations. The fee for classes is VND700,000/4 lessons/month.



Photo of the fast growing Zumba studio, LaZum 3



1. Booming Zumba

Zumba dance fest celebrates World Cup

- HA NOI (VNS) — Around 3,000 people, all dressed in pink, will join the so-called “Pink Run” in the ever first Zumba festival in pink in Viet Nam, this Sunday.
- The event, which promotes itself as the most exciting public dance event, will be held at the organizers promised.
- The event will showcase the winner of the first season of the “Sao Mai Diem Hen” dance troupe, the dancing pair Bella Pham – Viet Anh, and the winner of the “Sao Mai Diem Hen” singing contest. The event begins at 7.30pm.
- A flash mob by hundreds of volunteers will be organized at the festival. Attendees have also been invited to watch the performance of the national dancers from Zumba Ha Noi Club, the host.

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Background - Booming Zumba

<要約>

音楽 x 仲間 x ダンスとの共通点、「明るく楽しむ」

- 現在のベトナムのナイトシーンで多くの若者が集まるのは、気軽に利用できるBeer Barやクラブなどが近年増加していること、ペースのあるラウンジ。また、手が増えつつある。
- こうしたベトナムのナイトシーンに共通しているのは、エネルギッシュなベトナムの象徴である。
- このような、音楽 x 仲間 x ダンスの考えられる。
- また、シリアスなエクササイズは、多くのベトナム人に受けている。
- Many Vietnamese young people, especially in the city of Ho Chi Minh, enjoy the night, and with work colleagues and friends enjoy the night.
- Lush is probably the city of Ho Chi Minh. In particular, their ladies night every Tuesday is one of Saigon's.
- One of the main focuses of the night is the music. It has been a trend-setter in Saigon, bringing fantastic new tunes every day and introducing new sounds from hip hop and house over a fantastic sound system, ensuring that the night is a great one.
- Other than luxury lounge, affordable and fun is also a big thing. What those have in common are "high volume", "beer", and the scene to enjoy fellowship.
- Those craze aspects which are a part of the night in Ho Chi Minh, are also seen in the context of Zumba boom, accompanied with 'Health' and 'easy going'.
- Zumba is a great class for beginners who want to start exercising without the feeling that they are working while they exercise.
- You can see many Zumba lovers dance in the street, beach and school play ground.
- One of the best benefits of Zumba is how it inspires you to "shake what your momma gave you" and to smile a lot while shaking it.

2. 'Think Playgrounds' for child's mental and physical health

- More low-cost playgrounds for children which use recycled materials have been built in many cities in Vietnam.
- Students from a number of primary schools in Krong No District, Dak Nong Province are playing on newly-built playgrounds which are made from recycled materials such as cables and tires.
- Started from Hanoi, Think Playgrounds is a volunteer group committed to the desire to seek simple solutions, efficiency and creativity to build playgrounds for children. They work together with residents, businesses and local authorities to take back public spaces and build equipment made from recycled materials, such as tires, straw and wooden beams.
- The project's success spurred 'Think Playgrounds' to expand to other cities using recyclable materials.



Source of Photo: Nghĩ về Sân Chơi trong thành phố, tuoitrenews
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Background - 'Think Playgrounds'

<要約>

- ハノイでは公園や庭園として利用されている土地は全体の1.92%と大変少いため、子どもの発育・健康・成長の問題となっている。
- ベトナムではボランティアや社会貢献活動に対する意識が高まっている。経済発展による生活水準の向上が、健康や教育に対する意識を高めている。
- 元々公園が少なかった上に、インターネットやデジタルデバイスが普及している。
- これを危惧した若者たちの地道な活動が、ホーチミンの大型ショッピングモール「VivoCity」で顕著に表れている。ホーチミンの大型ショッピングモール「VivoCity」で顕著に表れている。遊び場の必要性が浸透しはじめてきている。
- The playground establishment is a significant issue across Vietnam.
- Hanoi, for instance, is facing a severe shortage of recreational spaces, impacting children's lifestyle and health.
- According to Tran Ngoc Uyen, a conference attendee, the shrinkage of parks and playgrounds in the capital is due to improper land use.
- Space for gardens, parks, and playgrounds has been squeezed out or disappeared altogether and used for other purposes.
- The remaining playgrounds in Hanoi are often unsafe and unsanitary for people, particularly children, to perform recreational activities there.
- Statistics shown at the conference indicate a lack of recreational areas for people in Hanoi, evidenced by around 17,000 residents in Trung Phung Ward, Dong Da District spending their leisure time in a small area of 10,000m².
- Areas for parks and gardens in the city of Hanoi only account for 1.92 per cent of the total land, the conference heard.
- Such shortage of outdoor play areas has left urban kids growing increasingly dependent on digital devices for leisurely activities, which has resulted in their imbalanced mental and physical growth and other issues.
- Acutely aware of such problems, a group of young architects and volunteers called 'Think Playgrounds' have built eight low-cost play areas in several districts in Hanoi.

Background of Health Consciousness in Vietnam

ファストフードの急増、都市部中心に糖尿病増加もあり、健康意識は高まっている。

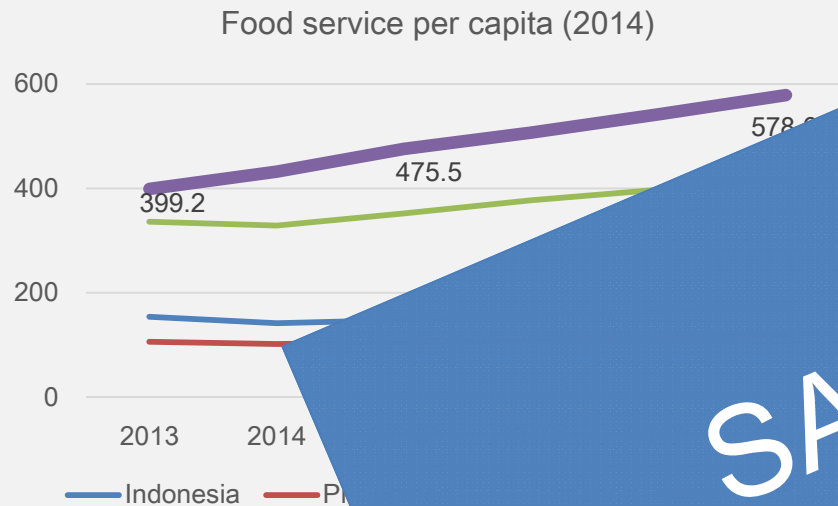
アセアン諸国と比較しても一人当たりの外食費はベトナムが1位

ファストフードの急増、食文化の影響により、糖尿病が急増

Diabetes in Vietnam
Diabetes and fast food triple the number of cases in the last decade –

Diabetes has increased more than three times in the last decade and is likely to continue to rise with increasing prevalence of obesity.

At the Minh City Nutrition Center, the number of diabetics has increased 211 percent in the last decade. There are now 3 million diabetics in the country, making it one of the top ten countries in the world for diabetes prevalence.



Vietnam, with the smallest population, has 30 percent of the total population living in urban areas. As the country becomes more industrialized and urbanized, more people are adopting western eating habits. Urban Vietnamese consumers have higher incomes; consequently, they are dining-out more than before and have greater demand for home delivery services. Foodservice outlets are used for entertainment and socializing. The forecasted growth also supports this trend.

