



Global Workforce Hopes and Fears Survey 2025

Rewiring the future of work

Vietnam highlights

1040

Respondents from Vietnam

57%
Male

43%
Female

28% Industrial manufacturing and services

25% Technology, media, and telecommunications

23% Consumer markets

9% Financial services

6% Government and public sector

4% Energy, utility, and resources

3% Health industries

3% Others

How can organisations harness the power of AI to not just boost productivity, but to engineer more sustainable, purposeful and fulfilling ways of working?

In Vietnam, AI is significantly reshaping work and employee expectations. The [Global Workforce Hopes and Fears Survey 2025 – Vietnam highlights](#), capturing insights from over 1,000 workers in Vietnam, reveals notable momentum. The workforce is adopting AI at a rate significantly faster than many of its global peers, supported by a general sense of optimism about the future.

This positive outlook appears to be rooted in tangible outcomes, as many employees see a connection between new technology, their career advancement, and improved financial well-being. This dynamic presents both an opportunity and a responsibility for leaders: to steer this transformation thoughtfully, ensuring it enhances human capability and supports employee well-being, rather than focusing solely on productivity gains.

By exploring the hopes and fears of Vietnam’s workforce, this report highlights their evolving relationship with technology and their career aspirations. Ultimately, it outlines a strategic path forward for leaders—one focused on building trust, fostering continuous learning, and adapting work to successfully navigate the changes ahead.

Scan to download the **global report**



Note: Percentages may not sum to 100% due to rounding.

Key findings

38%

of employees in Vietnam uses Generative AI daily—more than double the global average of 14%

Vietnam shows strong momentum in AI adoption

The workforce is proactively engaging with new technology, seeing it as a tool for advancement.

- The adoption of AI in Vietnam's workplace is accelerating. While 83% of employees now use AI in their job, the more telling figure is the daily use of Generative AI, which stands at 38%—more than double the global average. This remarkable pace is driven by a positive mindset, with a majority of workers expressing both high excitement and curiosity about the technology.
- Crucially, this is delivering tangible returns: 90% of those using AI report clear gains in their productivity and the quality of their output.

81%

report feeling satisfied with their job at least once a week

The dual impact of technological change

While technology is boosting satisfaction, it also highlights the need to support employee well-being.

- Employee satisfaction in Vietnam is remarkably high, with 81% feeling satisfied weekly, and the majority feeling inspired by their work. This is mirrored in their financial security, where over 60% report being able to cover their expenses, far outpacing the global average.
- However, this positive picture is not without its challenges. The data also reveals emerging signs of strain, with 40% of employees experiencing financial stress and 58% reporting fatigue, particularly among Gen Z employees.
- This highlights a critical opportunity for employers to proactively support employee well-being as they navigate ongoing technological change.

51%

are likely to ask for a pay raise in the next 12 months

Evolving expectations for recognition and reward

A Confident Workforce Expects Fair Reward

- The majority of employees in Vietnam (77%) are optimistic about their future, though Gen Z remains more cautious about job security.
- Productivity gains are already being recognised through pay rises at a much higher rate than the global average (69% vs. 43%).
- This has created a clear expectation for the future: 51% of the workforce are likely to request a pay rise in the next year. It indicates that compensation strategies must align with employee contributions to maintain motivation and talent.

74%

believe that they have access to development resources at work

A workforce ready to upskill for the AI era

Employees are seeking a clear path for skill development and see employers as key partners.

- The Vietnamese workforce is acutely aware of the coming transformation, with 60% expecting AI to significantly change their jobs in the next three years.
- This foresight is matched by a strong demand for preparation, with 75% of employees considering the opportunity to develop new skills a fundamental part of a good job.
- While many (74%) already feel they have access to resources, this sends a clear signal to leadership: continuous investment in upskilling is no longer just a benefit, but a business imperative for navigating the future collaboratively.

Six key actions to fuel workforce motivation in the AI era

1

Acknowledge the uncertain future

Be transparent about shifting job prospects and highlight opportunities for growth and adaptability

2

Address trust gaps

Communicate openly about change and create a culture where employees feel empowered

3

Inspire employees with a clear vision

Connect strategic goals to personal career development

4

Create skill pathways

Combine upskilling with real opportunities to apply new capabilities

5

Motivate to innovate—and reinvent

Enable employees to experiment, learn from failure, and embrace reinvention

6

Make job security and fair pay a priority

Show employees how building new skills—like AI—can increase their value and pay

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In Vietnam's rapid economic landscape, the workforce's greatest hope is relevance, and its deepest fear is obsolescence. It's fascinating to see how quickly the Vietnamese workforce is embracing AI. It's driven by more than just curiosity; they are seeing tangible benefits to their work and careers.

The opportunity for leaders is to build on this momentum. People & Cultural Transformation succeeds when it empowers people to shape the change, not just endure it.



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