

MoMo — Vietnam's E-Wallet Super App Targeting the Unbanked

Digital Inclusion · Good practice · Vietnam

Quality score: 56/100

Evidence strength: Moderate

Summary

MoMo, Vietnam's largest e-wallet, grew from 10 million users in 2019 to over 31 million by 2022 and captured 56% of the e-wallet market, aiming to reach the country's estimated 60 million unbanked adults, though independent evaluation of inclusion impact is still limited.

Key dimensions

Dimension	Score
Innovation level	4/5
Sustainability (ongoing)	1/1
Evaluation evidence	0/1
Demonstrated reach	1/1
Documented learning	0/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-23

[M_Service JSC \(MoMo\)](#) — accessed 2026-09-23

[The Asian Banker: MoMo targets to onboard the rest of the Vietnamese population](#) — accessed 2026-09-23

[SBS Software: How super apps are driving Vietnam's mobile payments sector](#) — accessed 2026-09-23

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