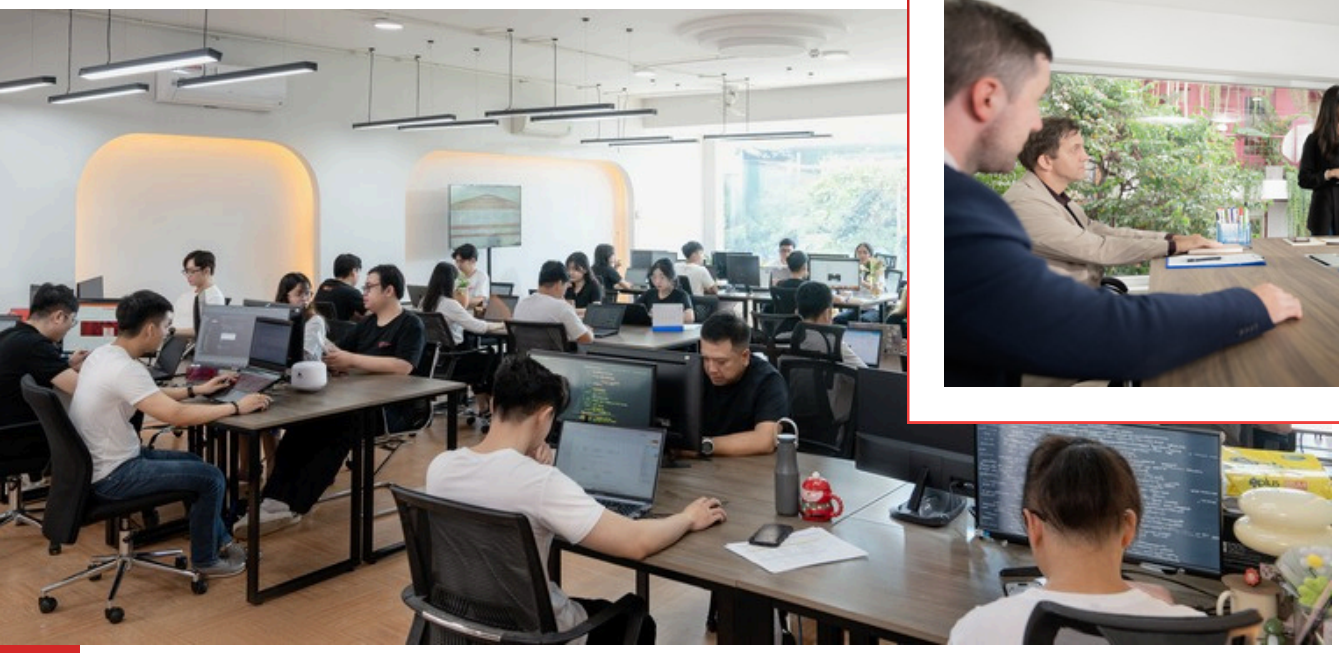
KYANON

SOFTWARE OUTSOURCING PRICING GUIDE IN VIETNAM

(2026 Edition)





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EXECUTIVE SUMMARY

Vietnam is rapidly solidifying its position as a premier global destination for software outsourcing, underpinned by a dynamic, growing, and cost-efficient tech labor force. As of 2025, the country boasts an estimated 560,000 professionals working in computer science and IT-related sectors, supported by a strong educational pipeline with 55,000–60,000 students enrolling annually in IT and computer science majors across key universities and colleges. (TopDev)

International rankings consistently recognize the technical competency of Vietnamese developers. Vietnam ranks in the Top 10 worldwide for developer skills (SkillValue) and is the Top 2 globally for freelance developer quality, trailing only the United States. The country was also named one of Southeast Asia's leading software outsourcing destinations, with recognition from sources like Accelerance and Kearney's Global Services Location Index (6th globally in 2021).

The Vietnamese IT labor market is not only abundant but also evolving to meet global demand. The workforce is particularly strong in full-stack web development, mobile app development, cloud computing, DevOps, and emerging technologies such as AI/ML, data engineering, and blockchain. Languages and frameworks like JavaScript (React, Node.js), Python, Java, Kotlin, Swift, and Golang are among the most in-demand, while platforms like AWS, Azure, and Google Cloud are seeing increasing adoption.

This white paper offers a comprehensive guide for businesses exploring software outsourcing to Vietnam. It covers market dynamics, detailed pricing structures, and strategic insights to help companies make informed decisions and maximize ROI by partnering with Vietnamese tech teams.



VIETNAM'S SOFTWARE OUTSOURCING LANDSCAPE

1. Market overview

Vietnam's software outsourcing landscape is rapidly growing and gaining strong global recognition for its combination of cost-efficiency, skilled workforce, and supportive government policies.



Market size and growth:

- Total IT market size: US$2.14 billion (2025) (Statista)
- Software outsourcing segment: US$777.36 million (2025) (Statista)
- Annual growth rate: 5.64%
- Number of IT companies: nearly 74,000 (Vietnam Law & Legal Forum)
- IT workforce: 1.26 million+ professionals
- English proficiency rank: 8th in Asia & 58th globally (EF English Proficiency Index)

2. Government support and infrastructure



Vietnam's IT Sector Support under the National Digital Transformation Program (2021–2030). (Vietnam+)

Policy framework:

- Corporate tax incentives (5%–17%) for digital tech firms
- Streamlined business registration and licensing
- Investment in digital infrastructure
- Education and tech workforce training programs
- Expansion of software parks and high-tech zones

Infrastructure development:

- ~85% fiber optic internet coverage in urban areas
- Average fixed broadband speed: ~143 Mbps (2025)
- Stable 24/7 electricity in major cities
- Modern office spaces in key technology hubs

WHY CHOOSE VIETNAM FOR SOFTWARE OUTSOURCING?

Vietnam's IT outsourcing market is projected to grow at a compound annual growth rate (CAGR) of 12.23% between 2024 and 2029, reaching an estimated market volume of $1,237 million by 2029.



With competitive pricing, skilled talent, and strategic advantages, Vietnam has established itself as a premier destination for software development outsourcing.

The combination of cost efficiency, technical expertise, and cultural compatibility makes Vietnam an ideal partner for businesses of all sizes. As the market continues to evolve and mature, early adopters will benefit from the best talent, most competitive rates, and strongest partnerships.

In summary, Vietnam stands out not just as a cost-effective outsourcing destination, but as a reliable, innovation-driven partner that delivers quality at scale. Businesses seeking to optimize their budgets without compromising performance are increasingly turning to Vietnam and reaping the rewards.

MARKET UPDATES AND TRENDS

1. Current market dynamics

The Vietnam software outsourcing market has demonstrated remarkable resilience and growth, particularly in the post-pandemic era. Several key trends are shaping the industry.

Emerging technologies adoption

AI and Machine Learning

67% of companies now offer AI/ML services

Cloud Computing

89% of firms provide cloud-based solutions

IoT Development

45% increase in IoT project demand

Blockchain

34% of companies expanding blockchain capabilities

Mobile App Development

78% market penetration

Client geography diversification

Vietnam's software outsourcing industry serves a globally diversified client base, with a strong focus on key international markets. While precise percentage breakdowns are not publicly available, multiple industry sources and company profiles indicate the following geographic trends:

- **North America** remains a primary market, driven by demand for cost-effective, high-quality development and favorable time zone overlap.
- **Europe** shows strong engagement with Vietnamese IT providers, particularly in countries like Germany, France, and the UK, where digital transformation initiatives are accelerating.
- **Asia-Pacific** continues to grow as a strategic region, with rising demand from Japan, South Korea, Singapore, and Australia.
- Other markets, including the **Middle East** and **Latin America**, represent a smaller but increasingly diverse segment of Vietnam's outsourcing client base.

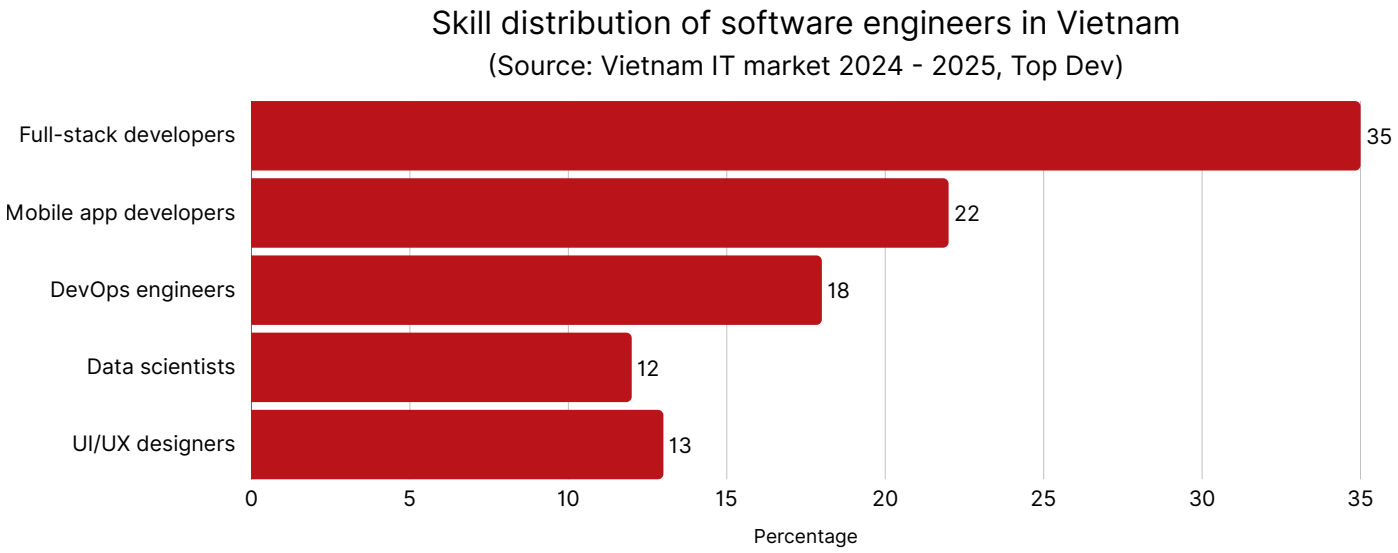
This geographic spread underscores Vietnam's growing reputation as a trusted global partner for software development, capable of meeting diverse regional expectations and regulatory requirements.

MARKET UPDATES AND TRENDS

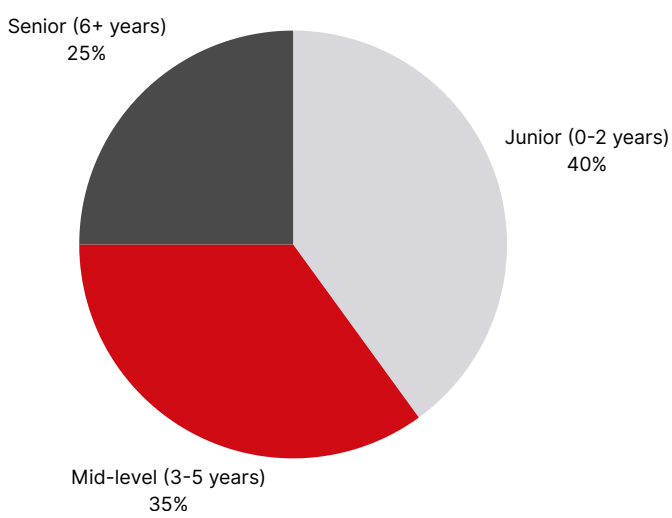
2. Talent market evolution

Vietnam boasts a robust IT workforce, with approximately 560,000 professionals employed in computer science and IT-related fields. This is bolstered by about 55,000-60,000 students joining computer science and IT-related majors every year, adding to the tank of skilled software developers and IT specialists.

Skill distribution



Experience levels



Experience levels of software engineers in Vietnam
(Source: Vietnam IT market 2024 - 2025, TopDev)

Technology stack preferences

Vietnamese developers show strong proficiency in modern technology stacks. Most popular technologies according to Vietnam IT Market Report 2024 – 2025 by TopDev:

- **JavaScript** is the most popular language.
- **Laravel** remains the most popular framework in the PHP tech stack with more than 75%, followed by CodeIgniter & Symfony
- **MySQL** keeps leading the SQL tech stack with more than 78%
- Among cloud technology options, **AWS** still dominates with more than 35% and followed by Azure, VMWare, Firebase & GCP.

COMPREHENSIVE PRICING ANALYSIS

1 . Hourly rate structure

Vietnamese software outsourcing offers competitive pricing across all skill levels and specializations. The following comprehensive breakdown reflects current market rates.

Development Roles

Role	Junior (0–2 years)	Mid-level (3–5 years)	Senior (6+ years)
Full-stack Developer	$12–18/hour	$22–32/hour	$35–50/hour
Frontend Developer	$10–16/hour	$20–28/hour	$30–45/hour
Backend Developer	$12–18/hour	$24–34/hour	$38–55/hour
Mobile Developer (iOS/Android)	$14–20/hour	$25–35/hour	$40–58/hour
DevOps Engineer	$16–22/hour	$28–38/hour	$45–65/hour
Data Scientist	$18–25/hour	$32–42/hour	$50–75/hour
AI/ML Engineer	$20–28/hour	$35–45/hour	$55–80/hour

Design and UX Roles

Role	Junior	Mid-level	Senior
UI/UX Designer	$8–14/hour	$18–28/hour	$32–48/hour
Graphic Designer	$6–12/hour	$15–25/hour	$28–42/hour
Product Designer	$12–18/hour	$24–34/hour	$38–55/hour

COMPREHENSIVE PRICING ANALYSIS

1 . Hourly rate structure

Quality Assurance

Role	Junior	Mid-level	Senior
Manual QA Tester	$6–10/hour	$12–20/hour	$22–35/hour
Automation QA Engineer	$10–16/hour	$20–30/hour	$35–50/hour
QA Lead	$18–25/hour	$28–38/hour	$45–65/hour

Project Management

Role	Junior	Mid-level	Senior
Project Manager	$15–22/hour	$25–35/hour	$40–60/hour
Scrum Master	$18–25/hour	$28–38/hour	$45–65/hour
Technical Lead	$25–35/hour	$38–50/hour	$60–85/hour

COMPREHENSIVE PRICING ANALYSIS

2. Cost comparison with global markets

Vietnam offers significant cost advantages compared to other major outsourcing destinations.

Country	Average developer costs (Mid-level)	Cost efficiency index (Indication of the cost-effectiveness level)
Vietnam	$25-35/hour	100 (baseline)
India	$18-30/hour	85
Philippines	$20-32/hour	95
Poland	$35-50/hour	140
Ukraine	$30-45/hour	125
United States	$80-120/hour	320
Western Europe	$60-100/hour	250

3. Project-based pricing models

Many Vietnamese companies offer flexible pricing models beyond hourly rates.

Engagement models	Types of project	Cost
Fixed-Price Projects	Small projects (< 500 hours)	$10,000-25,000
	Medium projects (500-2000 hours)	$25,000-80,000
	Large projects (2000+ hours)	$80,000-300,000+
Dedicated Team Model	3-person team	$12,000-18,000/month
	5-person team	$20,000-30,000/month
	10-person team	$40,000-60,000/month

SERVICE CATEGORIES AND COST STRUCTURES

1. Web development services

Frontend Development	Backend Development
• Technology stack: React, Angular, Vue.js • Average project duration: 3-6 months • Team composition: 2-4 developers • Cost range: $15,000-50,000	• Technology stack: Node.js, Python, Java, .NET • Average project duration: 4-8 months • Team composition: 3-5 developers • Cost range: $25,000-80,000
Full-stack Development	
Comprehensive web solutions • Average project duration: 6-12 months • Team composition: 5-8 developers • Cost range: $40,000-150,000	

2. Mobile app development

Native iOS Development	Native Android Development
• Swift/Objective-C • Average project duration: 4-8 months • Team composition: 2-4 developers • Cost range: $25,000-80,000	• Kotlin/Java • Average project duration: 4-8 months • Team composition: 2-4 developers • Cost range: $25,000-80,000
Cross-platform Development	
• React Native, Flutter • Average project duration: 5-10 months • Team composition: 3-5 developers • Cost range: $35,000-100,000	

SERVICE CATEGORIES AND COST STRUCTURES

3. Enterprise software development

ERP Systems	CRM Solutions
• Custom enterprise solutions • Average project duration: 8-18 months • Team composition: 8-15 developers • Cost range: $100,000-500,000	• Customer relationship management • Average project duration: 6-12 months • Team composition: 5-10 developers • Cost range: $60,000-200,000

Business Intelligence
• Data analytics and reporting • Average project duration: 4-10 months • Team composition: 4-8 developers • Cost range: $50,000-150,000

4. Emerging technology services

AI/ML Development	Blockchain Development
• Machine learning models • Natural language processing • Computer vision • Cost range: $30,000-200,000	• Smart contracts • DeFi applications • NFT platforms • Cost range: $25,000-150,000

IoT Solutions
• Device connectivity • Data processing • Analytics platforms • Cost range: $40,000-180,000

REGIONAL VARIATIONS AND TALENT DISTRIBUTION

	Ho Chi Minh City (Tech Hub)	Hanoi (Government and Enterprise Focus)
Market Characteristics	• Largest IT center with 55% of national talent • 2,000+ IT companies • Strong startup ecosystem • International company presence	• Second-largest IT center (30 - 35% of talent) • Government projects focus • Enterprise solutions specialization • Strong educational institutions
Pricing Structure	• Premium rates: 15-20% above national average • High availability of senior talent • Strong English proficiency • Advanced infrastructure	• Competitive rates: 5-10% above national average • Excellent project management • Strong technical expertise • Good English proficiency
Hourly Rates	• Junior developers: $15-20/hour • Mid-level developers: $28-38/hour • Senior developers: $45-65/hour	• Junior developers: $13-18/hour • Mid-level developers: $25-35/hour • Senior developers: $38-55/hour

	Da Nang (Emerging Tech Center)	Other Emerging Cities
Market Characteristics	• Rapidly growing IT sector • 100+ IT companies • Government support for tech development • Lower operational costs	Can Tho, Hai Phong, Nha Trang: • Early-stage but growing tech ecosystem • Strong university presence and local talent development • Government support and investment priorities
Pricing Structure	• Competitive rates: National average • Growing talent pool • Cost-effective solutions • Good infrastructure	• Lower costs: 10-15% below national average • Growing talent pools • Government incentives • Emerging infrastructure
Hourly Rates	• Junior developers: $12-16/hour • Mid-level developers: $22-30/hour • Senior developers: $35-48/hour	• Junior developers: $12-16/hour • Mid-level developers: $18-25/hour • Senior developers: $25-35/hour

QUALITY ASSURANCE AND RISK MANAGEMENT

Vietnamese software companies maintain high quality standards through various certifications.

Quality Standards and Certifications

Industry Certifications	Development Practices
• ISO 9001: 78% of companies • ISO 27001: 65% of companies • CMMI Level 3-5: 45% of companies • SOC 2 Type II: 38% of companies • GDPR Compliance: 82% of companies	• Agile/Scrum methodology: 89% adoption • DevOps practices: 67% implementation • Automated testing: 78% utilization • Code review processes: 95% standard practice

Intellectual Property Protection

Legal Framework	Security Measures
• Strong IP protection laws • International treaty compliance • Non-disclosure agreements standard • Work-for-hire agreements	• 24/7 security monitoring • Encrypted communications • Access control systems • Regular security audits

Risk Mitigation Strategies

Communication Risks	Technical Risks
• English proficiency training • Cultural orientation programs • Regular communication protocols • Time zone overlap management	• Comprehensive testing procedures • Version control systems • Backup and recovery plans • Performance monitoring

Business Risks
• Scalable team structures • Flexible contract terms • Multiple vendor options • Knowledge transfer protocols

STRATEGIC ADVANTAGES OF VIETNAM

1. Cost efficiency

Cost Advantages	Value Optimization
• 60-70% cost savings compared to Western markets • 15-25% cost advantages over India • Lower operational overhead costs • Competitive currency exchange rates	• High-quality deliverables at competitive rates • Skilled talent pool with modern technology expertise • Efficient project management practices • Scalable team structures

2. Technical expertise

Educational Foundation	Technical Capabilities
• 50,000+ IT graduates annually • 200+ universities with IT programs • Strong emphasis on STEM education • Continuous professional development	• Modern programming languages and frameworks • Cloud computing expertise • Mobile development proficiency • Emerging technology adoption

3. Cultural compatibility

Business Culture	Communication
• Strong work ethic and dedication • Collaborative approach to projects • Respect for deadlines and commitments • Adaptability to client requirements	• English proficiency improvements • Cultural awareness training • Western business practice adoption • Time zone compatibility (especially Asia-Pacific)

4. Strategic location

Geographic Benefits	Market Access
• Central location in Southeast Asia • Growing regional market access • Proximity to major Asian markets • Strategic trade partnerships	• ASEAN market integration • Free trade agreements • Regional business networks • Export opportunities

IMPLEMENTATION FRAMEWORK

1. Partner selection criteria

Technical capabilities

- Portfolio assessment
- Technology stack alignment
- Team experience evaluation
- Project complexity handling

Business factors

- Communication capabilities
- Project management maturity
- Quality assurance processes
- Client references and testimonials

Cultural fit

- Working style compatibility
- Time zone considerations
- Language proficiency
- Business practice alignment

2. Engagement models

Staff Augmentation

- Ideal for: Skill gap filling
- Duration: 3-12 months
- Cost: $20-60/hour
- Benefits: Quick scaling, specialized skills

Dedicated Teams

- Ideal for: Long-term projects
- Duration: 6+ months
- Cost: $15,000-60,000/month
- Benefits: Full control, dedicated resources

Project-based Outsourcing

- Ideal for: Defined scope projects
- Duration: 3-18 months
- Cost: $25,000-500,000
- Benefits: Fixed scope, predictable costs

3. Project management best practices

Communication protocols

- Daily stand-up meetings
- Weekly progress reports
- Monthly stakeholder reviews
- Quarterly business reviews

Quality Assurance

- Code review processes
- Automated testing implementation
- User acceptance testing
- Performance monitoring

Risk management

- Regular risk assessments
- Mitigation strategy development
- Contingency planning
- Issue escalation procedures

FUTURE OUTLOOK AND RECOMMENDATIONS

1. Market projections

Growth forecasts

- Valued at approximately US$140-170 billion in 2024, with projections reaching around US$300-400 billion by 2030 (CAGR ~8-13% from 2024 to 2030)
- Annual growth rate: 8-13%
- Emerging technology adoption: Rapid increase (approx. 30-40%)
- Talent pool expansion: Approximately 20-25% growth in IT workforce size through 2030

Technology trends

- AI/ML services: ~15% CAGR growth expected (around 2x growth by 2030)
- Cloud computing: ~14-20% CAGR expansion (approx. doubling by 2030)
- IoT development: ~14-17% CAGR increase
- Blockchain adoption: Strong growth but more moderate, approx. 50-70% increase by 2030

2. Investment opportunities

Infrastructure development

- 5G network expansion
- Cloud infrastructure investment
- Data center construction
- Smart city initiatives

Talent development

- University partnerships
- Professional certification programs
- Continuous learning initiatives
- International training programs

3. Strategic recommendations

For businesses considering Vietnam

- **Start with pilot projects:** Begin with smaller projects to assess capabilities and cultural fit
- **Invest in relationship building:** Focus on long-term partnerships rather than transactional relationships
- **Leverage government support:** Utilize available incentives and support programs
- **Consider regional expansion:** Use Vietnam as a gateway to Southeast Asian markets

For successful partnerships

- **Clear communication:** Establish robust communication protocols from the start
- **Quality focus:** Prioritize quality over cost savings alone
- **Cultural understanding:** Invest time in understanding Vietnamese business culture
- **Scalability planning:** Design partnerships that can grow with your business needs

CONCLUSION

Vietnam's software outsourcing market presents unprecedented opportunities for businesses seeking to optimize their development investments while maintaining high-quality standards.

With competitive pricing, skilled talent, and strategic advantages, Vietnam has established itself as a premier destination for software development outsourcing.

The combination of cost efficiency, technical expertise, and cultural compatibility makes Vietnam an ideal partner for businesses of all sizes. As the market continues to evolve and mature, early adopters will benefit from the best talent, most competitive rates, and strongest partnerships.

Kyanon Digital exemplifies the best of Vietnamese software outsourcing, offering world-class capabilities, proven track record, and strategic expertise to help businesses achieve their digital transformation goals. Our commitment to excellence, innovation, and client success makes us the ideal partner for your next software development project.

Take the Next Step ⟶

Contact Kyanon Digital today to explore how Vietnam's software outsourcing capabilities can accelerate your business growth and digital transformation journey.

Contact us



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ABOUT KYANON DIGITAL

Kyanon Digital is a leading Vietnam-based Digital & Technology company, empowering businesses to achieve growth and impact through complete technology solutions.

Kyanon Digital, founded in 2012, is an agile digital transformation partner with 500+ experts across Vietnam and Southeast Asia. With over 13 years of experience and offices in Vietnam, Singapore, Thailand, Australia, and Malaysia, we deliver high-quality, cost-effective software solutions, up to 2.5x faster and at one-third the cost of in-house teams. We adapt to tight budgets, evolving needs, and strict deadlines to ensure real impact and engineering excellence.

- **Strategise & Plan:** Define tech goals, architecture, and transformation roadmaps.
- **Build & Engage:** Develop custom software, mobile/web apps, AI, and Big Data solutions using agile and user-centric design.
- **Integrate & Automate:** Boost efficiency with composable architecture, secure systems, and workflow automation.
- **Analyse & Augment:** Unlock insights through analytics, data governance, and AI/GenAI.
- **Operate & Support:** Offer ongoing services like content moderation, data entry, managed services, and e-commerce support.

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For more insights into Vietnam's software development and outsourcing landscape, please visit our website or follow us on our official channels.

Contact us

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THANK YOU

Thank you for your interest of the Software Outsourcing Pricing Guide in Vietnam 2025 by Kyanon Digital. We hope this guide provides valuable insights to help you make informed, strategic decisions when considering Vietnam as your software development partner.

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MAKING DIGITAL IMPACT THAT MATTERS