

Chocolate Confectionery in Vietnam

Market Direction | 2022-07-13 | 24 pages | Euromonitor

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Report description:

One factor which is putting pressure on demand for chocolate confectionery is the premium status that these products have. With many Vietnamese households facing pressure on their incomes due to the interruption caused to commercial activity in key areas of the national economy over the last couple of years, many people found that their disposable incomes were reduced. As such, they had a smaller budget to spend on snacks and were much more price-sensitive when purchasing. This means that they a...

Euromonitor International's Chocolate Confectionery in Vietnam report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Chocolate Confectionery market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Chocolate Confectionery in Vietnam
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List Of Contents And Tables

CHOCOLATE CONFECTIONERY IN VIETNAM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Economic pressure limits demand and hampers growth of chocolate confectionery

Supermarkets continue to account for the bulk of chocolate confectionery distribution

Despite small presence, more local brands are present in the category

PROSPECTS AND OPPORTUNITIES

The emergence of a more stable economic and social context set to support sales

New entrants expected to emerge as the potential to generate sales increases

Expanding distribution of small local grocers will be key to growth of this category

Summary 1 Other Chocolate Confectionery by Product Type: 2022

CATEGORY DATA

Table 1 Sales of Chocolate Confectionery by Category: Volume 2017-2022

Table 2 Sales of Chocolate Confectionery by Category: Value 2017-2022

Table 3 Sales of Chocolate Confectionery by Category: % Volume Growth 2017-2022

Table 4 Sales of Chocolate Confectionery by Category: % Value Growth 2017-2022

Table 5 Sales of Chocolate Tablets by Type: % Value 2017-2022

Table 6 NBO Company Shares of Chocolate Confectionery: % Value 2018-2022

Table 7 LBN Brand Shares of Chocolate Confectionery: % Value 2019-2022

Table 8 Distribution of Chocolate Confectionery by Format: % Value 2017-2022

Table 9 Forecast Sales of Chocolate Confectionery by Category: Volume 2022-2027

Table 10 □Forecast Sales of Chocolate Confectionery by Category: Value 2022-2027

Table 11 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2022-2027

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027

CHART 2 Snacks Impact of Drivers on Value Sales: 2020-2027

SNACKS IN VIETNAM

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 13 Sales of Snacks by Category: Volume 2017-2022

Table 14 Sales of Snacks by Category: Value 2017-2022

Table 15 Sales of Snacks by Category: % Volume Growth 2017-2022

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Table 16 Sales of Snacks by Category: % Value Growth 2017-2022
Table 17 NBO Company Shares of Snacks: % Value 2018-2022
Table 18 LBN Brand Shares of Snacks: % Value 2019-2022
Table 19 Penetration of Private Label by Category: % Value 2017-2022
Table 20 Distribution of Snacks by Format: % Value 2017-2022
Table 21 Forecast Sales of Snacks by Category: Volume 2022-2027
Table 22 □Forecast Sales of Snacks by Category: Value 2022-2027
Table 23 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027
Table 24 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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