

Savoury Snacks in Vietnam

Market Direction | 2022-07-13 | 25 pages | Euromonitor

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Report description:

In 2022, the COVID-19 virus has been brought under greater control in Vietnam thanks to the success of the vaccination programme. Consumers are no longer afraid of becoming seriously and the government is not expected to implement the strict regulations that were seen in the previous couple of years. As such, consumers will spend more time outside the home and socialising again, leading to great impulse purchases of savoury snacks, especially for on-the-go consumption. In addition, following lim...

Euromonitor International's Savoury Snacks 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: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

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

Why buy this report?

- * Get a detailed picture of the Savoury Snacks 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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Savoury snacks is growing faster, driven by demand for healthier snacks

Small local grocers remains the dominant distribution channel thanks to wide coverage across urban and rural settings

Local street food snacks are on trend to become packaged snacks in a highly competitive and fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

Adult consumers expected to remain the main consumers for savoury snacks with regular purchases set to sustain lead of small local grocers

Puffed snacks to remain most popular category whilst rice snack will be the most dynamic

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