

Snacks in Vietnam

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Report description:

Although the impact of the COVID-19 pandemic has significantly weakened in 2022, largely thanks to the success of the vaccine, social distancing and public gathering regulations remain in many provinces in Vietnam preventing strong on-the-go consumption. Sales growth across all channels will continued to be hampered by this since snacks is not considered an essential purchase and is usually bought on impulse during shopping trips. However, categories which are typically associated with gifting a...

Euromonitor International's 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit 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 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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Table of Contents:

Snacks in Vietnam
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List Of Contents And Tables

SNACKS IN VIETNAM

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027

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

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2017-2022

Table 2 Sales of Snacks by Category: Value 2017-2022

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

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

Table 5 NBO Company Shares of Snacks: % Value 2018-2022

Table 6 LBN Brand Shares of Snacks: % Value 2019-2022

Table 7 Penetration of Private Label by Category: % Value 2017-2022

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

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

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

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

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

DISCLAIMER

SOURCES

Summary 1 Research Sources

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 2 Other Chocolate Confectionery by Product Type: 2022

CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2017-2022

Table 14 Sales of Chocolate Confectionery by Category: Value 2017-2022

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

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Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2017-2022

Table 17 Sales of Chocolate Tablets by Type: % Value 2017-2022

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2018-2022

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2019-2022

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2017-2022

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2022-2027

Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2022-2027

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2022-2027

Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2022-2027

GUM IN VIETNAM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Recovery begins as traditional channels resume normal operations; sales are driven by the chewing gum as bubble gum remains a niche

Lotte strengthens its competitiveness through continuous advertising and health-focused message; plastic jars rise in popularity as packaging format

Marketing focus remains online as consumers remain reliant on technology for entertainment

PROSPECTS AND OPPORTUNITIES

Bubble gum grows slower unless there are a new demand created in the forecast period

Further investment among category leaders set to spur calorie sales growth

Chewing gum products that have differential attributes are expected to fare better

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2017-2022

Table 26 Sales of Gum by Category: Value 2017-2022

Table 27 Sales of Gum by Category: % Volume Growth 2017-2022

Table 28 Sales of Gum by Category: % Value Growth 2017-2022

Table 29 Sales of Gum by Flavour: Rankings 2017-2022

Table 30 NBO Company Shares of Gum: % Value 2018-2022

Table 31 LBN Brand Shares of Gum: % Value 2019-2022

Table 32 Distribution of Gum by Format: % Value 2017-2022

Table 33 Forecast Sales of Gum by Category: Volume 2022-2027

Table 34 □Forecast Sales of Gum by Category: Value 2022-2027

Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2022-2027

Table 36 □Forecast Sales of Gum by Category: % Value Growth 2022-2027

SUGAR CONFECTIONERY IN VIETNAM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Improved sales for sugar confectionery as restrictions ease and manufacturers renew marketing efforts

Perfetti Van Melle Vietnam Ltd is the leading player in sugar confectionery

Innovations to continue as more reduced sugar confectionery products are seen in the category

PROSPECTS AND OPPORTUNITIES

Health-consciousness is expected to negatively affect this category

Both traditional items and pastilles, gummies, jellies and chews are set to grow well in the forecast period

Price promotions and unique sensory experiences to remain vital to sales

Summary 3 Other Sugar Confectionery by Product Type: 2022

CATEGORY DATA

Table 37 Sales of Sugar Confectionery by Category: Volume 2017-2022

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Table 38 Sales of Sugar Confectionery by Category: Value 2017-2022

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2017-2022

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2017-2022

Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2017-2022

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2018-2022

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2019-2022

Table 44 Distribution of Sugar Confectionery by Format: % Value 2017-2022

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2022-2027

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2022-2027

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2022-2027

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2022-2027

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN VIETNAM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Retail volume growth accelerates though health consciousness leads to more consumers choosing healthier fruit snacks

COVID-19 continues to have a negative impact on gifting occasions

International brands remain dominant in Vietnam sweet biscuit market

PROSPECTS AND OPPORTUNITIES

Sweet biscuits boxed assortments is expected to remain biggest value contributor

Health and wellness trend is expected to shape product innovation in this category

Domestic brands poised to present stronger competition to the international leaders

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2017-2022

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2018-2022

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2019-2022

Table 57 NBO Company Shares of Fruit Snacks: % Value 2018-2022

Table 58 □LBN Brand Shares of Fruit Snacks: % Value 2019-2022

Table 59 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2017-2022

Table 60 □Distribution of Sweet Biscuits by Format: % Value 2017-2022

Table 61 □Distribution of Fruit Snacks by Format: % Value 2017-2022

Table 62 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2022-2027

Table 63 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2022-2027

Table 64 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2022-2027

ICE CREAM IN VIETNAM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Product innovation remains the key growth driver for ice cream in Vietnam

Out-of-home consumption is expected to do well amidst easing restrictions

In-store promotion a strong theme in the marketing of ice cream and frozen desserts

PROSPECTS AND OPPORTUNITIES

Rising household penetration of freezers to boost demand for take-home ice cream

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High capital layout remains key barrier to entry for players despite wide distribution being vital to success
Sensory experience will remain an important trend in innovation as players strive to catch the attention of younger consumers

CATEGORY DATA

Table 66 Sales of Ice Cream by Category: Volume 2017-2022
Table 67 Sales of Ice Cream by Category: Value 2017-2022
Table 68 Sales of Ice Cream by Category: % Volume Growth 2017-2022
Table 69 Sales of Ice Cream by Category: % Value Growth 2017-2022
Table 70 Sales of Ice Cream by Leading Flavours: Rankings 2017-2022
Table 71 Sales of Impulse Ice Cream by Format: % Value 2017-2022
Table 72 NBO Company Shares of Ice Cream: % Value 2018-2022
Table 73 LBN Brand Shares of Ice Cream: % Value 2019-2022
Table 74 NBO Company Shares of Impulse Ice Cream: % Value 2018-2022
Table 75 □LBN Brand Shares of Impulse Ice Cream: % Value 2019-2022
Table 76 □NBO Company Shares of Take-home Ice Cream: % Value 2018-2022
Table 77 □LBN Brand Shares of Take-home Ice Cream: % Value 2019-2022
Table 78 □Distribution of Ice Cream by Format: % Value 2017-2022
Table 79 □Forecast Sales of Ice Cream by Category: Volume 2022-2027
Table 80 □Forecast Sales of Ice Cream by Category: Value 2022-2027
Table 81 □Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027
Table 82 □Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

SAVOURY SNACKS IN VIETNAM

KEY DATA FINDINGS

2022 DEVELOPMENTS

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
Health and wellness trend poses both threats and opportunities to savoury snacks

Summary 4 Other Savoury Snacks by Product Type: 2022

CATEGORY DATA

Table 83 Sales of Savoury Snacks by Category: Volume 2017-2022
Table 84 Sales of Savoury Snacks by Category: Value 2017-2022
Table 85 Sales of Savoury Snacks by Category: % Volume Growth 2017-2022
Table 86 Sales of Savoury Snacks by Category: % Value Growth 2017-2022
Table 87 NBO Company Shares of Savoury Snacks: % Value 2018-2022
Table 88 LBN Brand Shares of Savoury Snacks: % Value 2019-2022
Table 89 Distribution of Savoury Snacks by Format: % Value 2017-2022
Table 90 Forecast Sales of Savoury Snacks by Category: Volume 2022-2027
Table 91 Forecast Sales of Savoury Snacks by Category: Value 2022-2027
Table 92 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2022-2027
Table 93 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2022-2027

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