

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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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

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

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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

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International brands remain dominant in Vietnam sweet biscuit market

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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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SAVOURY SNACKS IN VIETNAM

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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
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