

Sweet Biscuits, Snack Bars and Fruit Snacks in Vietnam

Market Direction | 2022-07-13 | 28 pages | Euromonitor

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Report description:

Although sales of sweet biscuits, snack bars and fruit snacks were very negatively impacted by the COVID-19 pandemic, total volume growth remained positive throughout the pandemic. Retail volume, which holds a much larger share than foodservice, saw low growth in 2020 and 2021 due to consumers continuing to snack on these items whilst working, studying, or entertaining themselves from home. Foodservice saw strong declines as such venues were closed to the public or under strict limitations, and...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?

- * Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit 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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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Sweet Biscuits, Snack Bars and Fruit Snacks in Vietnam
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List Of Contents And Tables

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

Table 2 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022

Table 3 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022

Table 4 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022

Table 6 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022

Table 7 NBO Company Shares of Sweet Biscuits: % Value 2018-2022

Table 8 LBN Brand Shares of Sweet Biscuits: % Value 2019-2022

Table 9 NBO Company Shares of Fruit Snacks: % Value 2018-2022

Table 10 □LBN Brand Shares of Fruit Snacks: % Value 2019-2022

Table 11 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2017-2022

Table 12 □Distribution of Sweet Biscuits by Format: % Value 2017-2022

Table 13 □Distribution of Fruit Snacks by Format: % Value 2017-2022

Table 14 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2022-2027

Table 15 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2022-2027

Table 16 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027

Table 17 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks 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

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What next for snacks?

MARKET DATA

Table 18 Sales of Snacks by Category: Volume 2017-2022

Table 19 Sales of Snacks by Category: Value 2017-2022

Table 20 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 21 Sales of Snacks by Category: % Value Growth 2017-2022

Table 22 NBO Company Shares of Snacks: % Value 2018-2022

Table 23 LBN Brand Shares of Snacks: % Value 2019-2022

Table 24 Penetration of Private Label by Category: % Value 2017-2022

Table 25 Distribution of Snacks by Format: % Value 2017-2022

Table 26 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 27 □Forecast Sales of Snacks by Category: Value 2022-2027

Table 28 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 29 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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