

Sweet Biscuits, Snack Bars and Fruit Snacks in Vietnam

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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.

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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

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