

Cheese in Vietnam

Market Direction | 2022-09-13 | 21 pages | Euromonitor

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Report description:

Like butter and spreads, cheese remains one of the smaller categories within dairy products and alternatives in Vietnam as it is not traditionally used in local cuisine. A low level of awareness amongst the population is evident due to a lack of above-the-line marketing activities by players to better educate consumers. Nevertheless, its growing popularity pre-pandemic was being driven by the foodservice channel and increasing Westernisation, as well as the greater adoption of different global f...

Euromonitor International's Cheese 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: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- * Get a detailed picture of the Cheese 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Table of Contents:

Cheese in Vietnam
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List Of Contents And Tables

CHEESE IN VIETNAM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflation and other economic pressures limit growth within cheese

Mozzarella growing in popularity

International players continue to dominate sales with limited interest from local companies

PROSPECTS AND OPPORTUNITIES

Westernisation likely to remain a key influence on demand for cheese

Being import-dependent makes cheese susceptible to the international business environment

Young people and parents likely to be the main target of marketing

CATEGORY DATA

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

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

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

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

Table 5 Sales of Spreadable Processed Cheese by Type: % Value 2017-2022

Table 6 Sales of Soft Cheese by Type: % Value 2017-2022

Table 7 Sales of Hard Cheese by Type: % Value 2017-2022

Table 8 NBO Company Shares of Cheese: % Value 2018-2022

Table 9 LBN Brand Shares of Cheese: % Value 2019-2022

Table 10 □ Distribution of Cheese by Format: % Value 2017-2022

Table 11 □ Forecast Sales of Cheese by Category: Volume 2022-2027

Table 12 □ Forecast Sales of Cheese by Category: Value 2022-2027

Table 13 □ Forecast Sales of Cheese by Category: % Volume Growth 2022-2027

Table 14 □ Forecast Sales of Cheese by Category: % Value Growth 2022-2027

CHART 1 Dairy Products and Alternatives Value Sales Growth Scenarios: 2020-2027

CHART 2 Dairy Products and Alternatives Impact of Drivers on Value Sales: 2020-2027

DAIRY PRODUCTS AND ALTERNATIVES IN VIETNAM

EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 15 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 16 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 17 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 18 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 19 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

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Table 20 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 21 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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