

Sweet Spreads in Vietnam

Market Direction | 2022-11-09 | 20 pages | Euromonitor

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Report description:

Honey continues to be the best performing subcategory in sweet spreads, thanks to it being well known as a good, naturally healthy food, alongside its many uses from a cooking ingredient to a sweet spread on bread. However, whereas local honey manufacturers used to export their products to the United States, the logistical disruptions created by the time of the pandemic in 2020-2021 have urged manufacturers to focus more on in-country sales. As a result, there has been a proliferation of brands in ho...

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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 Spreads 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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Local honey manufacturers focus on domestic sales due to export challenges

Fragmented landscape attracts smaller players

Limited above-the-line marketing activities in sweet spreads due to fragmented landscape

PROSPECTS AND OPPORTUNITIES

Westernisation trends set to be the main drivers for sales over the forecast period

Creating sweet spreads "occasions" will help to boost sales, with local production set to be boosted in line

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