

## **Ice Cream in Vietnam**

Market Direction | 2022-07-13 | 26 pages | Euromonitor

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### **Report description:**

Following declines seen in total volume sales for ice cream over the last couple of years, the category will start to make a recovery in 2022. The decline was driven by foodservice, with the channel witnessing double-digit declines in both years of the pandemic. Although retail is dominant in ice cream, the increase in popularity of take-home ice cream was not enough to mitigate the drastic declines registered in foodservice. Nevertheless, innovation remained a strong theme during the pandemic a...

Euromonitor International's Ice Cream 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: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- \* Get a detailed picture of the Ice Cream 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, 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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#### 2022 DEVELOPMENTS

Product innovation remains the key growth driver for ice cream in Vietnam

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

High capital layout remains key barrier to entry for players despite wide distribution being vital to success

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