

## **Meals and Soups in Vietnam**

Market Direction | 2022-11-09 | 21 pages | Euromonitor

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### **Report description:**

Unlike the trends seen in edible oils, the macroeconomic and geopolitical factors creating price hikes are pushing down sales in ready meals and soups. This is because ready meals and pre-made soups are not perceived as essential products and, thus, these are areas whereby price-sensitive consumers are able to make cuts to their budgets and simply cook from scratch instead of purchasing pre-made food. Furthermore, the trend for home-cooking, which was amplified during the time of COVID-19 due to...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- \* Get a detailed picture of the Meals and Soups 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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Euromonitor International  
November 2022

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#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Price increases negatively impact total consumption, with ready meals and soups seen as non-essential food

Packaged soup remains a virtually non-existent category in Vietnam

Vissan takes the top place by a small lead, as distribution networks return to normal

#### PROSPECTS AND OPPORTUNITIES

Frozen soup is available but is expected to remain negligible over the forecast period

Convenience remains the key factor to potential success in the category

Healthier-positioned products more likely to catch consumers' attention

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