

## **Consumer Foodservice in Vietnam**

Market Direction | 2023-02-14 | 93 pages | Euromonitor

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### **Report description:**

The reopening of society in Vietnam, following the pandemic restrictions, has boosted sales in consumer foodservice across all channels. It is noted that the fourth COVID-19 wave in 2021 had further negative impacts, with restrictions loosening from October 2021 - thus why recovery is seen in 2022 as consumers have been keen to dine out again. Furthermore, travel and tourism has also reopened, with mobility allowed across the country and the borders, which also stimulates on-the-go and tourist s...

Euromonitor International's Consumer Foodservice in Vietnam report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Consumer Foodservice by Location, Consumer Foodservice by Type.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Foodservice 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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### LIMITED-SERVICE RESTAURANTS IN VIETNAM

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#### 2022 DEVELOPMENTS

Limited-service restaurants rebound in 2022, following a long period of recovery from the pandemic  
Third-party food delivery apps remain popular in driving overall sales  
Chicken limited-service restaurants maintain their popularity, thanks to fried chicken being a top taste in Vietnam

#### PROSPECTS AND OPPORTUNITIES

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##### KEY DATA FINDINGS

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Overall recovery in cafes/bars thanks to lifting of pandemic restrictions

Speciality coffee and tea shops benefit from lessons learned to enhance ongoing growth

##### PROSPECTS AND OPPORTUNITIES

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##### KEY DATA FINDINGS

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Asian cuisine maintains its popularity in the category

##### PROSPECTS AND OPPORTUNITIES

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## SELF-SERVICE CAFETERIAS IN VIETNAM

### 2022 DEVELOPMENTS

#### STREET STALLS/KIOSKS IN VIETNAM

#### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Number of street stalls/kiosks is growing robustly in 2022

Street stalls/kiosks also benefits from local culture trends

Street stalls/kiosks sees both positive and negative impacts from food price increases

#### PROSPECTS AND OPPORTUNITIES

Chained street stalls/kiosks expected to boom over the forecast period

Street stalls/kiosks will continue to benefit from offering low-cost options

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#### KEY DATA FINDINGS

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Consumer foodservice through leisure, lodging and travel locations recovers in line with the reopening of tourism

Standalone maintains its popularity in consumer foodservice

Foodservice in shopping centres with supermarkets/hypermarkets is growing

#### PROSPECTS AND OPPORTUNITIES

Standalone expected to grow toward suburban and remote rural areas

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