

Ice Cream in Vietnam

Market Direction | 2023-06-27 | 24 pages | Euromonitor

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Report description:

Ice cream saw a second year of positive volume growth in 2023, albeit at a slower rate than the previous year. As in 2022, Foodservice sales saw a more buoyant demand, thanks to the return of international tourism to Vietnam, following several years of pandemic-related restrictions. Retail sales also benefitted from the increased levels of mobility, as more people chose to purchase single-portion ice creams at the country's tourist attractions. Within this subcategory, convenient, on-the-go opti...

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 2018-2022, 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 2027, 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.

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ICE CREAM IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued growth in 2023, but retail volumes see a more muted performance, as inflation takes its toll on household budgets

Trend towards local and exotic flavour experiences

In-store promotions remain a strong theme

PROSPECTS AND OPPORTUNITIES

Rising demand for impulse ice cream, thanks to economy recovery and the revival of tourism, with local brands retaining the competitive edge

Rising freezer penetration in homes and small local grocers will boost growth of take-home and impulse ice cream

Despite the wider availability of healthier products, ice cream will continue to be consumed primarily for indulgence, with local companies continuing to dominate

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