

## **Sugar Confectionery in Vietnam**

Market Direction | 2023-06-27 | 22 pages | Euromonitor

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### **Report description:**

Sugar confectionery experienced a marked slowdown in growth in retail volume terms in 2023. Rising Inflation, triggered by the energy crisis, was a key contributor to this trend, as cash-strapped households were forced to reduce their expenditure on discretionary items, including items of sugar confectionery, which are usually purchased on impulse during shopping trips. While manufacturers tried to their best to limit any price increases, they were forced to pass on their increased costs to cons...

Euromonitor International's Sugar Confectionery 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: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, Toffees, Caramels and Nougat.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Sugar Confectionery 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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reliable information resources to help drive informed strategic planning.

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Growing levels of health-consciousness, combined with an elevated rate of inflation, limit growth in 2023

Flavour innovation remains key in driving demand

Local companies remain in favour, due to their competitive pricing and understanding of local taste preferences

#### **PROSPECTS AND OPPORTUNITIES**

Further expansion expected, with growing focus on lower-sugar and functional varieties

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