

Drinking Milk Products in Vietnam

Market Direction | 2023-09-26 | 23 pages | Euromonitor

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Report description:

Drinking milk is increasingly seen as an essential food for children and young adults in Vietnam, especially in urban areas. This is making the category more attractive for investors. As drinking milk products are perceived to be an important source of nutrition in Vietnam, they play a key role in supporting the growth and development of local children. Full fat shelf stable milk remains the most popular format as it offers greater convenience to local consumers, many of whom do not have large r...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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