

Breakfast Cereals in Vietnam

Market Direction | 2023-11-20 | 20 pages | Euromonitor

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Report description:

Demand for breakfast cereals remained very limited in Vietnam in 2023, due to the overwhelming importance of traditional specialities such as xoi (sticky rice), pho (a broth containing rice noodles, meat and herbs), bun bo (a spicy broth associated with the city of Hue) and banh mi (Vietnamese bread) as morning meal options. These kinds of foods are widely available, as well as being reasonably priced. As a consequence, breakfast cereals tend to be consumed mainly by expats living in Vietnam and...

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- * Get a detailed picture of the Breakfast Cereals 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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Table of Contents:

Breakfast Cereals in Vietnam
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List Of Contents And Tables

BREAKFAST CEREALS IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Trend towards busier and consumer lifestyles drives demand for breakfast cereals, but rate of growth fails to match pre-pandemic levels

Muesli and granola benefit from their healthy positioning, as well as influence of social media

Milo joins forces with Waner Bros to strengthen appeal among children

PROSPECTS AND OPPORTUNITIES

Demand for breakfast cereals will continue to expand, in line with growing interest in health and nutrition

Increase in marketing activity from leading brands

Scope for expanding distribution outside urban areas

CATEGORY DATA

Table 1 Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 2 Sales of Breakfast Cereals by Category: Value 2018-2023

Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 7 Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 10 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

STAPLE FOODS IN VIETNAM

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 12 Sales of Staple Foods by Category: Volume 2018-2023

Table 13 Sales of Staple Foods by Category: Value 2018-2023

Table 14 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 15 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 17 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 18 Penetration of Private Label by Category: % Value 2018-2023

Table 19 Distribution of Staple Foods by Format: % Value 2018-2023

Table 20 Forecast Sales of Staple Foods by Category: Volume 2023-2028

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Table 21 □Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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