

Meals and Soups in Vietnam

Market Direction | 2023-11-21 | 22 pages | Euromonitor

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Report description:

Ready meals is seeing healthy retail sales in both volume and value terms. Overall, sales are being driven by consumers' demand for convenience, as people have returned to their busy lifestyles - especially so in the large cities - whereby they have less time to cook from scratch. Additionally, in urban areas, consumers often live in small apartments which have limited kitchen spaces, thus options such as ready meals (and sweet spreads) are appealing. Ready meals are also seeing a degree of expa...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Ready meals benefit from an improved image along with consumers' demand for convenience, while soup remains insignificant

Vissan maintains its lead thanks in part to its sustainable "3F" efforts

Opportunities and competition for ready meals in foodservice

PROSPECTS AND OPPORTUNITIES

A fairly robust performance expected for ready meals, thanks to convenience demands and a healthier image

Dynamic competition expected, in line with the development of modern retail channels

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