

Rice, Pasta and Noodles in Vietnam

Market Direction | 2023-11-20 | 27 pages | Euromonitor

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Report description:

Retail prices of rice, pasta and noodles in the Vietnam continued to rise in 2023. While inflationary pressures began to ease, the ongoing war in Ukraine had a major impact on the prices of key raw materials, due to the disruption of the global supply chain. With Vietnam importing the majority of its raw materials, such as wheat powder, from other countries, it was susceptible to fluctuations in international commodity supplies and prices. While manufacturers tried to their best to limit any pri...

Euromonitor International's Rice, Pasta and Noodles 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: Noodles, Pasta, Rice.

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

Why buy this report?

- * Get a detailed picture of the Rice, Pasta and Noodles 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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Manufacturers adopt a variety of strategic approaches in bid to boost sales

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