

Fish and Seafood in Vietnam

Market Direction | 2023-12-20 | 18 pages | Euromonitor

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Report description:

In 2023, inflation and a gloomy economy negatively impacted the growth of fresh food overall. However, the demand for fish and seafood still experienced a positive growth rate in both value and volume terms. This can be attributed to an increase in international tourism and people eating out more than they did in the immediate past. Moreover, the growing popularity of fitness and increased awareness of nutrition and health through traditional media, such as TV channels, and social media, such as...

Euromonitor International's Fish and Seafood in Vietnam report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2018-2022, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Crustaceans, Fish, Molluscs and Cephalopods.

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

Why buy this report?

- * Get a detailed picture of the Fish and Seafood 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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