

Fruits in Vietnam

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

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Report description:

In 2023, the fruits category in Vietnam was adversely affected by inflation and an economic slowdown. Total volume sales of fruits saw slower growth than in the previous year. In the last year of the review period, Vietnamese consumers became more focused on saving money and reducing the frequency with which they ate out, as well as cutting back on spending on daily meals or worshipping activities. Despite the fact that retailers and distributors launched regular discount campaigns, there was no...

Euromonitor International's Fruits 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: Apples, Banana, Cherries, Cranberries/Blueberries, Grapefruit/Pomelo, Grapes, Kiwi Fruit, Lemon and Limes, Oranges, Tangerines and Mandarins, Other Fruits, Peaches/Nectarines, Pears/Quinces, Pineapple, Plums/Sloes, Strawberries.

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

Why buy this report?

- * Get a detailed picture of the Fruits 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International
December 2023

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