

Meat in Vietnam

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

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Report description:

In 2023, the meat category in Vietnam was negatively affected by inflation and an economic slowdown. Sales value and volume displayed slower growth than in the previous year. In this year, Vietnamese consumers were more focused on saving money and reducing their frequency of eating out than before. This had a considerable impact on overall meat consumption, particularly in the lamb, mutton, and goat category, which is primarily served by the foodservice sector.

Euromonitor International's Meat 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: Beef and Veal, Lamb, Mutton and Goat, Other Meat, Pork, Poultry.

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

Why buy this report?

- * Get a detailed picture of the Meat 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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Table of Contents:

Meat in Vietnam
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List Of Contents And Tables

MEAT IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation and economic slowdown affect consumers' behaviour and the growth of meat

Rising health consciousness and fitness trend boost the growth of beef and chicken

PROSPECTS AND OPPORTUNITIES

Meat is expected to show healthier growth due to economic improvement and the recovery of tourism

Frozen meat is expected to increase gradually over the forecast period.

Summary 1 Major Processors of Meat 2023

CATEGORY DATA

Table 1 Total Sales of Meat by Category: Total Volume 2018-2023

Table 2 Total Sales of Meat by Category: % Total Volume Growth 2018-2023

Table 3 Retail Sales of Meat by Category: Volume 2018-2023

Table 4 Retail Sales of Meat by Category: % Volume Growth 2018-2023

Table 5 Retail Sales of Meat by Category: Value 2018-2023

Table 6 Retail Sales of Meat by Category: % Value Growth 2018-2023

Table 7 Retail Sales of Meat by Packaged vs Unpackaged: % Volume 2018-2023

Table 8 Forecast Sales of Meat by Category: Total Volume 2023-2028

Table 9 Forecast Sales of Meat by Category: % Total Volume Growth 2023-2028

Table 10 □Forecast Retail Sales of Meat by Category: Volume 2023-2028

Table 11 □Forecast Retail Sales of Meat by Category: % Volume Growth 2023-2028

Table 12 □Forecast Retail Sales of Meat by Category: Value 2023-2028

Table 13 □Forecast Retail Sales of Meat by Category: % Value Growth 2023-2028

FRESH FOOD IN VIETNAM

EXECUTIVE SUMMARY

Fresh food in 2023: The big picture

2023 key trends

Retailing developments

What next for fresh food?

MARKET DATA

Table 14 Total Sales of Fresh Food by Category: Total Volume 2018-2023

Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2018-2023

Table 16 Retail Sales of Fresh Food by Category: Volume 2018-2023

Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2018-2023

Table 18 Retail Sales of Fresh Food by Category: Value 2018-2023

Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2018-2023

Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023

Table 21 Retail Distribution of Fresh Food by Format: % Volume 2018-2023

Table 22 Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028

Table 23 □Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028

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Table 24 □Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028

Table 25 □Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028

Table 26 □Forecast Retail Sales of Fresh Food by Category: Value 2023-2028

Table 27 □Forecast Retail Sales of Fresh Food by Category: % Value Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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