

Pulses in Vietnam

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

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Report description:

Although peas and other pulses have a presence in Vietnam, availability is low and sales are still very small. The use of peas and other pulses is limited to a few dishes, and these products do not have wide consumer awareness. By contrast, beans are a familiar food in Vietnamese cuisine, with various applications in the daily cooking of meals and light snacking, and are also increasingly used to make a number of fashionable new dishes, such as milk tea with red beans. They are also regarded as...

Euromonitor International's Pulses 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: Beans, Other Pulses, Peas.

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

Why buy this report?

- * Get a detailed picture of the Pulses 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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