

Vegetables in Vietnam

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

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Report description:

The vegetables category experienced positive growth in Vietnam in 2023, particularly in the institutional and foodservice sectors. With a 100% vaccination rate amongst children by the end of 2022, more parents were allowing their children to stay in school despite their busy schedules in modern life. This factor drove fast volume growth in the institutional sector. International tourism to Vietnam drove growth in vegetables through foodservice channels in 2023. Inflation and a weak economy have...

Euromonitor International's Vegetables 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: Cauliflowers and broccoli, Maize, Onion, Other Vegetables, Tomatoes.

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

Why buy this report?

- * Get a detailed picture of the Vegetables 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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Packaged vegetables with QR code continue to gain favour from consumers

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Organic vegetables expected to see sales increase gradually.

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