

## **Consumer Foodservice By Location in Vietnam**

Market Direction | 2024-02-27 | 34 pages | Euromonitor

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### **Report description:**

With Vietnam having experienced a strong rebound in international and domestic tourism in 2023, this served to boost the number of consumer foodservice transactions made in travel, lodging and leisure locations. According to official sources, more than 12 million international tourists visited the country, more than three times the number recorded in the previous year. In addition, the government was keen to stimulate night-time tourism in the country and as such, organised various night food ma...

Euromonitor International's Consumer Foodservice by Location in Vietnam report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Consumer Foodservice Through Leisure, Consumer Foodservice Through Lodging, Consumer Foodservice Through Retail, Consumer Foodservice Through Standalone, Consumer Foodservice Through Travel.

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

### **Why buy this report?**

- \* Get a detailed picture of the Consumer Foodservice by Location 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  
February 2024

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**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Revival of inbound tourism boosts performance of consumer foodservice through leisure, lodging and travel locations.  
Retail locations remain a firm favourite, but growth slows compared to previous year  
Standalone continues to dominate consumer foodservice.

**PROSPECTS AND OPPORTUNITIES**

Growth in number of retail will contribute to expansion of consumer foodservice.  
Greater investment in consumer foodservice in retail locations  
Rural and suburban areas offer much scope for growth

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