

Limited-Service Restaurants in Vietnam

Market Direction | 2024-02-27 | 35 pages | Euromonitor

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Report description:

Limited-service restaurants in Vietnam experienced positive growth in current value terms in 2023, albeit at a slower rate than the previous year. This was attributable to the elevated rate of inflation, which impacted household spending. With prices continuing to rise, many consumers opted to prepare and eat more meals at home in order to save money. Job losses also remained a concern, as the economic downturn took its toll on businesses.

Euromonitor International's Limited-Service Restaurants 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: Chained Limited-Service Restaurants, Independent Limited-Service Restaurants, Limited-Service Restaurants by Type.

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

Why buy this report?

- * Get a detailed picture of the Limited-Service Restaurants 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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Uncertain economy and growing emphasis on healthy lifestyles have negative impact on sales

Limited-restaurants located in convenience stores witness fastest rate of growth, while Asian food and fried chicken remain most popular types of cuisine

Increase in collaboration between foodservice operators and soft drinks players

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