

## Ice Cream in Vietnam

Market Direction | 2024-07-09 | 24 pages | Euromonitor

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### Report description:

Ice cream inches back into small positive volume gains in 2024, despite challenges facing the category. To start, inflationary pressures continue to create price sensitivity in consumers, thus, budget-conscious consumers focus their spending on essentials as opposed to indulgent treats. Added to which, the high sugar content of ice cream means such products buck the health and wellness trends. Also, interestingly, plant-based ice cream, which is becoming hugely popular in other territories, is n...

Euromonitor International's Ice Cream in Vietnam report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- \* Get a detailed picture of the Ice Cream 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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