

Savoury Snacks in Vietnam

Market Direction | 2024-07-09 | 22 pages | Euromonitor

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Report description:

Savoury snacks bounces back into positive volume growth in Vietnam in 2024, although potential sales remain somewhat suppressed by ongoing economic factors which continue to limit consumers' spending power. Within this environment, consumers are seeking discounts and promotions, and either purchasing the options which are on offer, or delaying their purchases until such time as their favourite savoury snacks are discounted.

Euromonitor International's Savoury Snacks 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: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

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

Why buy this report?

- * Get a detailed picture of the Savoury Snacks 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

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reliable information resources to help drive informed strategic planning.

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Leading players continue to introduce larger pack sizes to suit social gatherings

Manufacturers focus on launching appealing new products in savoury snacks

PROSPECTS AND OPPORTUNITIES

Savoury snacks will continue to see ongoing positive sales, in line with economic recovery

Rice snacks continue to appeal to health-conscious consumers, while puffed snacks remain popular

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