

## Snacks in Vietnam

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### Report description:

Snacks is achieving positive volume and value sales in Vietnam in 2024, thanks to manufacturers making significant efforts to control their prices in the face of increasing production costs. For example, through regular discounts and promotions, alongside the launch of new products to catch consumers' attention. However, consumer decision-making continues to be impacted by inflationary pressures and the unpredictable economic climate caused by geopolitical conflicts. Within this context, budget-...

Euromonitor International's 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit 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 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.

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