

Dairy Products and Alternatives in Vietnam

Market Direction | 2024-08-15 | 76 pages | Euromonitor

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Report description:

Dairy products and alternatives sales are set to grow in both volume and value terms in Vietnam in 2024. However, demand has been negatively impacted by the challenging economic conditions prevailing in the country. Waning consumer purchasing power has led to increased price sensitivity, with many people focusing their spending on essential items and trading down to less expensive options, as well as proving reluctant to try new products. At the same time, manufacturers are more careful about in...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

- * Get a detailed picture of the Dairy Products and Alternatives 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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