

Plant-Based Dairy in Vietnam

Market Direction | 2024-08-15 | 19 pages | Euromonitor

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Report description:

Plant-based dairy is set to see sales fall in current value terms in Vietnam in 2024. Soy drinks is a relatively mature segment in the Vietnamese market, with most Vietnamese consumers aware of such products and a high level of household penetration. The distribution of soy drinks extends across the country, though such products do have to compete with freshly made, unpackaged soy drinks at kiosks. The well-established character and maturity of the soy drinks category means that it is hard for p...

Euromonitor International's Plant-based Dairy 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Plant-based Dairy 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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