

## **Baked Goods in Vietnam**

Market Direction | 2024-12-11 | 24 pages | Euromonitor

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### **Report description:**

Overall baked goods in Vietnam is set to record continued total volume growth in 2024. A large share of volume sales of baked goods in Vietnam can be attributed to leavened bread, which is considered an essential product in some households. During times of economic uncertainty and a difficult international environment, goods considered as essential to local consumers tend to maintain resilient demand. In comparison, indulgent products may struggle to maintain demand without large-scale promotion...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- \* Get a detailed picture of the Baked Goods 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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Leading companies maintain their positions, and brands are active with product launches

International brands remain key within baked goods

##### PROSPECTS AND OPPORTUNITIES

Overall baked goods expected to maintain total volume growth in the forecast period

Sustainable practices and deepening involvement with local communities drives favourable brand reputation

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