

Ice Cream in Vietnam

Market Direction | 2024-07-09 | 24 pages | Euromonitor

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Report description:

Ice cream inches back into small positive volume gains in 2024, despite challenges facing the category. To start, inflationary pressures continue to create price sensitivity in consumers, thus, budget-conscious consumers focus their spending on essentials as opposed to indulgent treats. Added to which, the high sugar content of ice cream means such products buck the health and wellness trends. Also, interestingly, plant-based ice cream, which is becoming hugely popular in other territories, is n...

Euromonitor International's Ice Cream 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: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- * Get a detailed picture of the Ice Cream 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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Table of Contents:

Ice Cream in Vietnam
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List Of Contents And Tables

ICE CREAM IN VIETNAM

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ice cream inches back into small positive volume gains, but challenges still remain

Players innovate in new and exotic flavours in ice cream

Ice cream sold through kiosks and sit-in stores limits the growth of packaged ice cream

PROSPECTS AND OPPORTUNITIES

Ice cream expected to return to stronger sales over the forecast period

Single portion dairy ice cream will maintain positive total volume sales growth over the forecast period

Players utilise online platforms to boost their brands

CATEGORY DATA

Table 1 Sales of Ice Cream by Category: Volume 2019-2024

Table 2 Sales of Ice Cream by Category: Value 2019-2024

Table 3 Sales of Ice Cream by Category: % Volume Growth 2019-2024

Table 4 Sales of Ice Cream by Category: % Value Growth 2019-2024

Table 5 Sales of Ice Cream by Leading Flavours: Rankings 2019-2024

Table 6 Sales of Impulse Ice Cream by Format: % Value 2019-2024

Table 7 NBO Company Shares of Ice Cream: % Value 2020-2024

Table 8 LBN Brand Shares of Ice Cream: % Value 2021-2024

Table 9 NBO Company Shares of Impulse Ice Cream: % Value 2020-2024

Table 10 □LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024

Table 11 □NBO Company Shares of Take-home Ice Cream: % Value 2020-2024

Table 12 □LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024

Table 13 □Distribution of Ice Cream by Format: % Value 2019-2024

Table 14 □Forecast Sales of Ice Cream by Category: Volume 2024-2029

Table 15 □Forecast Sales of Ice Cream by Category: Value 2024-2029

Table 16 □Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029

Table 17 □Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

SNACKS IN VIETNAM

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 18 Sales of Snacks by Category: Volume 2019-2024

Table 19 Sales of Snacks by Category: Value 2019-2024

Table 20 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 21 Sales of Snacks by Category: % Value Growth 2019-2024

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Table 22 NBO Company Shares of Snacks: % Value 2020-2024

Table 23 LBN Brand Shares of Snacks: % Value 2021-2024

Table 24 Penetration of Private Label by Category: % Value 2019-2024

Table 25 Distribution of Snacks by Format: % Value 2019-2024

Table 26 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 27 □Forecast Sales of Snacks by Category: Value 2024-2029

Table 28 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 29 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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