

## **Fish and Seafood in Vietnam**

Market Direction | 2025-01-20 | 17 pages | Euromonitor

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### **Report description:**

In 2024, fish and seafood in Vietnam saw consumers' behaviour influenced by rising inflation and the country's economic downturn, which prompted people to focus more on saving money. Vietnamese consumers were increasingly reluctant to spend on dining out, especially when it came to seafood, which tends to carry higher prices than other category products. When eating at home, consumers were shifting away from premium and imported fish and seafood - such as lobster - and instead choosing more affordable options.

Euromonitor International's Fish and Seafood in Vietnam report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2020-2024, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Crustaceans, Fish, Molluscs and Cephalopods.

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

Why buy this report?

- \* Get a detailed picture of the Fish and Seafood 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

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reliable information resources to help drive informed strategic planning.

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