

Meals and Soups in Vietnam

Market Direction | 2025-01-10 | 24 pages | Euromonitor

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Report description:

Ready meals is expected to remain the only category within meals and soups in Vietnam with notable sales in 2024. This category is set to record retail volume and current value growth in 2024, driven by strength in dried ready meals and shelf stable ready meals. Nonetheless, the overall ready meals category in Vietnam is facing challenges due to the ongoing economic uncertainty, which has impacted consumer behaviour. Consumers have become increasingly price-sensitive, opting for more affordable...

Euromonitor International's Meals and Soups 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 2020-2024, 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 2029, clearly indicating how the market is expected to change.

Product coverage: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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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Ready meals faces challenges from economic uncertainty, with players focusing on affordability and distribution

In 2024 ready meals continues to be led by Vissan Co Ltd

Frozen ready meals sees greater diversity in snacking products

PROSPECTS AND OPPORTUNITIES

Ready meals set to record significant retail volume growth, driven by demand for convenient and safe options

Growing prominence of modern off-trade channels and e-commerce set to drive the growth of ready meals

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