

Dairy Food in Vietnam to 2014

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Abstracts

Introduction

This databook provides key data and information on the dairy food market in Vietnam. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

* Contains information on six categories: milk, yogurt, cheese, spreadable fats, cream and soy products.

* Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-2009) and forecast (2010-2014) data

* Category level company and brand share as well as distribution share information for 2008 and 2009

* Review of the top two companies within the dairy food market, including company overview, key facts and business description

Highlights

The market for dairy food in Vietnam increased at a compound annual growth rate of 10.4% between 2004 and 2009.

The milk category led the dairy food market in Vietnam, accounting for a share of 79.9%.

Leading players in Vietnam dairy food market include Vietnam Dairy products Joint-Stock Company (VINAMILK), FrieslandCampina and Kraft Foods, Inc.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the dairy food market in Vietnam
- * Design effective marketing and sales strategies by identifying key market categories and segments
- * Identify key players within the market to plan lucrative M&A, partnerships and agreements

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