

Biscuits and Snack Bars in Vietnam

<https://marketpublishers.com/r/B21B0376448EN.html>

Date: October 2015

Pages: 37

Price: US\$ 990.00 (Single User License)

ID: B21B0376448EN

Abstracts

Over the review period, the increasing premiumisation of biscuits was the most prevailing trend in the country, especially in first-tier cities such as Ho Chi Minh City and Hanoi. This was the result of consumers demanding increasingly sophisticated offerings, as well as the growing concern for food hygiene and safety. Besides this, better living standards and higher disposable income were factors supporting this trend. Consumers, especially the young, became more willing to pay for...

Euromonitor International's Biscuits and Snack Bars 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 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

Product coverage: Biscuits, Snack Bars.

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

Why buy this report?

Get a detailed picture of the Biscuits and Snack Bars 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.

Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Biscuits and Snack Bars by Category: Volume 2010-2015

Table 2 Sales of Biscuits and Snack Bars by Category: Value 2010-2015

Table 3 Sales of Biscuits and Snack Bars by Category: % Volume Growth 2010-2015

Table 4 Sales of Biscuits and Snack Bars by Category: % Value Growth 2010-2015

Table 5 NBO Company Shares of Biscuits and Snack Bars: % Value 2011-2015

Table 6 LBN Brand Shares of Biscuits and Snack Bars: % Value 2012-2015

Table 7 NBO Company Shares of Biscuits: % Value 2011-2015

Table 8 LBN Brand Shares of Biscuits: % Value 2012-2015

Table 9 Distribution of Biscuits and Snack Bars by Format: % Value 2010-2015

Table 10 Distribution of Biscuits by Format: % Value 2010-2015

Table 11 Distribution of Snack Bars by Format: % Value 2010-2015

Table 12 Forecast Sales of Biscuits and Snack Bars by Category: Volume 2015-2020

Table 13 Forecast Sales of Biscuits and Snack Bars by Category: Value 2015-2020

Table 14 Forecast Sales of Biscuits and Snack Bars by Category: % Volume Growth 2015-2020

Table 15 Forecast Sales of Biscuits and Snack Bars by Category: % Value Growth 2015-2020

Bien Hoa Confectionery Corp (bibica) in Packaged Food (vietnam)

Strategic Direction

Key Facts

Summary 1 Bien Hoa Confectionery Corp (Bibica): Key Facts

Summary 2 Bien Hoa Confectionery Corp: Operational Indicators

Competitive Positioning

Summary 3 Bien Hoa Confectionery Corp (Bibica): Competitive Position 2015

Executive Summary

Slower Demand Due To Inflation Makes Competing Tougher

Increased Sophistication and Busy Lifestyles Boost Convenience Products

International Players Continue To Characterise Packaged Food in Vietnam

Modern Grocery Retailers Perform Well in 2015

A Positive Outlook for Packaged Food

Key Trends and Developments

Online Shopping Gains Viability As A Channel for Packaged Food

Asean Is Set To Lower Import Tariffs Over 2015-2018

Private Label Continues To Grow Despite the Entrance of International Players

Increasing Health-awareness Shapes Product Development and Marketing Direction

Foodservice: Key Trends and Developments

Headlines

Trends: Sales To Foodservice

Trends: Consumer Foodservice

Prospects

Category Data

Table 16 Foodservice Sales of Packaged Food by Category: Volume 2010-2015

Table 17 Foodservice Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 18 Forecast Foodservice Sales of Packaged Food by Category: Volume 2015-2020

Table 19 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2015-2020

Market Data

Table 20 Sales of Packaged Food by Category: Volume 2010-2015

Table 21 Sales of Packaged Food by Category: Value 2010-2015

Table 22 Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 23 Sales of Packaged Food by Category: % Value Growth 2010-2015

Table 24 GBO Company Shares of Packaged Food: % Value 2011-2015

Table 25 NBO Company Shares of Packaged Food: % Value 2011-2015

Table 26 LBN Brand Shares of Packaged Food: % Value 2012-2015

Table 27 Penetration of Private Label by Category: % Value 2010-2015

Table 28 Distribution of Packaged Food by Format: % Value 2010-2015

Table 29 Distribution of Packaged Food by Format and Category: % Value 2015

Table 30 Forecast Sales of Packaged Food by Category: Volume 2015-2020

Table 31 Forecast Sales of Packaged Food by Category: Value 2015-2020

Table 32 Forecast Sales of Packaged Food by Category: % Volume Growth 2015-2020

Table 33 Forecast Sales of Packaged Food by Category: % Value Growth 2015-2020

Sources

Summary 4 Research Sources

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