

## Cheese in Vietnam

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Towards the end of the review period, cheese became a more popular ingredient in the foodservice channel. Thanks to the higher influence of Western cuisine and culture, indeed many new dishes using cheese were introduced. Among products that received a warm welcome are quail eggs in charcoal and cheese, melted cheese bread, spicy fried hotpot with cheese, cheese rings and grilled chicken curry with cheese. These trends caused consumer-awareness and familiarity with cheese-infused dishes to incre...

Euromonitor International's Cheese 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 2012-2016, 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 2021 illustrate how the market is set to change.

**Product coverage:** Processed Cheese, Unprocessed Cheese.

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

### Why buy this report?

- Get a detailed picture of the Cheese 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.

### Table of Content

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Cheese by Category: Volume 2012-2017

Table 2 Sales of Cheese by Category: Value 2012-2017

Table 3 Sales of Cheese by Category: % Volume Growth 2012-2017

Table 4 Sales of Cheese by Category: % Value Growth 2012-2017

Table 5 Sales of Spreadable Processed Cheese by Type: % Value 2012-2017

Table 6 Sales of Unprocessed Cheese by Type: % Value 2012-2017

Table 7 NBO Company Shares of Cheese: % Value 2013-2017

Table 8 LBN Brand Shares of Cheese: % Value 2014-2017

Table 9 Distribution of Cheese by Format: % Value 2012-2017

Table 10 Forecast Sales of Cheese by Category: Volume 2017-2022

Table 11 Forecast Sales of Cheese by Category: Value 2017-2022

Table 12 Forecast Sales of Cheese by Category: % Volume Growth 2017-2022

Table 13 Forecast Sales of Cheese by Category: % Value Growth 2017-2022

Vietnam Dairy Products Jsc (vinamilk) in Packaged Food (vietnam)

Strategic Direction

Key Facts

Summary 1 Vietnam Dairy Products JSC (Vinamilk): Key Facts

Summary 2 Vietnam Dairy Products JSC (Vinamilk): Operational Indicators

Competitive Positioning

Summary 3 Vietnam Dairy Products JSC (Vinamilk): Competitive Position 2017

Executive Summary

Packaged Food Posts Slightly Higher Current Value Growth in 2017

Higher Overall Demand and Busy Lifestyles Boost Sales of Convenience Products

Multinational Players Continue To Characterise Packaged Food in Vietnam

Modern Channels Continue To Record the Best Performances in 2017

A Positive Outlook for Packaged Food Products

Key Trends and Developments

Green Tea Flavour Becomes More Popular Within Snacks in Vietnam

Outstanding Government Activities in 2016-2017

the Blurring of Classifications Begins To Appear Within Packaged Food in Vietnam

Internet Retailing Plays A More Important Role in 2016-2017

Foodservice: Key Trends and Developments

Headlines

Trends: Sales To Foodservice

Trends: Consumer Foodservice

Prospects

Category Data

Table 14 Foodservice Sales of Packaged Food by Category: Volume 2012-2017

Table 15 Foodservice Sales of Packaged Food by Category: % Volume Growth 2012-2017

Table 16 Forecast Foodservice Sales of Packaged Food by Category: Volume 2017-2022

Table 17 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2017-2022

Market Data

Table 18 Sales of Packaged Food by Category: Volume 2012-2017

Table 19 Sales of Packaged Food by Category: Value 2012-2017

Table 20 Sales of Packaged Food by Category: % Volume Growth 2012-2017

Table 21 Sales of Packaged Food by Category: % Value Growth 2012-2017

Table 22 GBO Company Shares of Packaged Food: % Value 2013-2017

Table 23 NBO Company Shares of Packaged Food: % Value 2013-2017

Table 24 LBN Brand Shares of Packaged Food: % Value 2014-2017

Table 25 Penetration of Private Label by Category: % Value 2012-2017

Table 26 Distribution of Packaged Food by Format: % Value 2012-2017

Table 27 Distribution of Packaged Food by Format and Category: % Value 2017

Table 28 Forecast Sales of Packaged Food by Category: Volume 2017-2022

Table 29 Forecast Sales of Packaged Food by Category: Value 2017-2022

Table 30 Forecast Sales of Packaged Food by Category: % Volume Growth 2017-2022

Table 31 Forecast Sales of Packaged Food by Category: % Value Growth 2017-2022

Sources

Summary 4 Research Sources



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