

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.

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