

# Consumer Foodservice in Vietnam

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## Abstracts

Consumer foodservice in Vietnam experienced positive growth in current value terms in 2023, albeit at a slower rate than the previous year. This was attributable to the elevated rate of inflation, which impacted household spending. With prices continuing to rise, many consumers opted to cook more meals at home in order to save money. This trend was especially prevalent across lower-income segments, where food and energy bills accounted for a disproportionately large share of disposable income. Jo...

Euromonitor International's Consumer Foodservice in Vietnam report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

**Product coverage:** Consumer Foodservice by Fulfillment, Consumer Foodservice by Location, Consumer Foodservice by Ordering Platform, Consumer Foodservice by Type.

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

## Why buy this report?

Get a detailed picture of the Consumer Foodservice 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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Retail locations remain a firm favourite, but growth slows compared to previous year  
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