

Consumer Foodservice By Location in Vietnam

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Abstracts

With Vietnam having experienced a strong rebound in international and domestic tourism in 2023, this served to boost the number of consumer foodservice transactions made in travel, lodging and leisure locations. According to official sources, more than 12 million international tourists visited the country, more than three times the number recorded in the previous year. In addition, the government was keen to stimulate night-time tourism in the country and as such, organised various night food ma...

Euromonitor International's Consumer Foodservice by Location 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 Through Leisure, Consumer Foodservice Through Lodging, Consumer Foodservice Through Retail, Consumer Foodservice Through Standalone, Consumer Foodservice Through Travel.

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 by Location 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

CONSUMER FOODSERVICE BY LOCATION IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Revival of inbound tourism boosts performance of consumer foodservice through leisure, lodging and travel locations.

Retail locations remain a firm favourite, but growth slows compared to previous year

Standalone continues to dominate consumer foodservice.

PROSPECTS AND OPPORTUNITIES

Growth in number of retail will contribute to expansion of consumer foodservice.

Greater investment in consumer foodservice in retail locations

Rural and suburban areas offer much scope for growth

CATEGORY DATA

Table 1 Consumer Foodservice by Location: Units/Outlets 2018-2023

Table 2 Sales in Consumer Foodservice by Location: Number of Transactions 2018-2023

Table 3 Sales in Consumer Foodservice by Location: Foodservice Value 2018-2023

Table 4 Consumer Foodservice by Location: % Units/Outlets Growth 2018-2023

Table 5 Sales in Consumer Foodservice by Location: % Transaction Growth 2018-2023

Table 6 Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2018-2023

Table 7 Consumer Foodservice through Standalone: Units/Outlets 2018-2023

Table 8 Sales in Consumer Foodservice through Standalone: Number of Transactions 2018-2023

Table 9 Sales in Consumer Foodservice through Standalone: Foodservice Value 2018-2023

Table 10 Consumer Foodservice through Standalone: % Units/Outlets Growth 2018-2023

Table 11 Sales in Consumer Foodservice through Standalone: % Transaction Growth 2018-2023

Table 12 Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2018-2023

Table 13 Consumer Foodservice through Leisure: Units/Outlets 2018-2023

Table 14 Sales in Consumer Foodservice through Leisure: Number of Transactions 2018-2023

Table 15 Sales in Consumer Foodservice through Leisure: Foodservice Value 2018-2023

Table 16 Consumer Foodservice through Leisure: % Units/Outlets Growth 2018-2023

Table 17 Sales in Consumer Foodservice through Leisure: % Transaction Growth 2018-2023

Table 18 Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2018-2023

Table 19 Consumer Foodservice through Retail: Units/Outlets 2018-2023

Table 20 Sales in Consumer Foodservice through Retail: Number of Transactions 2018-2023

Table 21 Sales in Consumer Foodservice through Retail: Foodservice Value 2018-2023

Table 22 Consumer Foodservice through Retail: % Units/Outlets Growth 2018-2023

Table 23 Sales in Consumer Foodservice through Retail: % Transaction Growth 2018-2023

Table 24 Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2018-2023

Table 25 Consumer Foodservice through Lodging: Units/Outlets 2018-2023

Table 26 Sales in Consumer Foodservice through Lodging: Number of Transactions 2018-2023

Table 27 Sales in Consumer Foodservice through Lodging: Foodservice Value 2018-2023

Table 28 Consumer Foodservice through Lodging: % Units/Outlets Growth 2018-2023

Table 29 Sales in Consumer Foodservice through Lodging: % Transaction Growth 2018-2023

Table 30 Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2018-2023

Table 31 Consumer Foodservice through Travel: Units/Outlets 2018-2023

Table 32 Sales in Consumer Foodservice through Travel: Number of Transactions 2018-2023

Table 33 Sales in Consumer Foodservice through Travel: Foodservice Value 2018-2023

Table 34 Consumer Foodservice through Travel: % Units/Outlets Growth 2018-2023

Table 35 Sales in Consumer Foodservice through Travel: % Transaction Growth 2018-2023

Table 36 Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2018-2023

Table 37 Forecast Consumer Foodservice by Location: Units/Outlets 2023-2028

Table 38 Forecast Sales in Consumer Foodservice by Location: Number of Transactions 2023-2028

Table 39 Forecast Sales in Consumer Foodservice by Location: Foodservice Value 2023-2028

Table 40 Forecast Consumer Foodservice by Location: % Units/Outlets Growth 2023-2028

Table 41 Forecast Sales in Consumer Foodservice by Location: % Transaction Growth 2023-2028

Table 42 Forecast Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2023-2028

Table 43 Forecast Consumer Foodservice through Standalone: Units/Outlets 2023-2028

Table 44 Forecast Sales in Consumer Foodservice through Standalone: Number of Transactions 2023-2028

Table 45 Forecast Sales in Consumer Foodservice through Standalone: Foodservice Value 2023-2028

Table 46 Forecast Consumer Foodservice through Standalone: % Units/Outlets Growth 2023-2028

Table 47 Forecast Sales in Consumer Foodservice through Standalone: % Transaction Growth 2023-2028

Table 48 Forecast Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2023-2028

Table 49 Forecast Consumer Foodservice through Leisure: Units/Outlets 2023-2028

Table 50 Forecast Sales in Consumer Foodservice through Leisure: Number of Transactions 2023-2028

Table 51 Forecast Sales in Consumer Foodservice through Leisure: Foodservice Value 2023-2028

Table 52 Forecast Consumer Foodservice through Leisure: % Units/Outlets Growth 2023-2028

Table 53 Forecast Sales in Consumer Foodservice through Leisure: % Transaction Growth 2023-2028

Table 54 Forecast Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2023-2028

Table 55 Forecast Consumer Foodservice through Retail: Units/Outlets 2023-2028

Table 56 Forecast Sales in Consumer Foodservice through Retail: Number of Transactions 2023-2028

Table 57 Forecast Sales in Consumer Foodservice through Retail: Foodservice Value 2023-2028

Table 58 Forecast Consumer Foodservice through Retail: % Units/Outlets Growth 2023-2028

Table 59 Forecast Sales in Consumer Foodservice through Retail: % Transaction Growth 2023-2028

Table 60 Forecast Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2023-2028

Table 61 Forecast Consumer Foodservice through Lodging: Units/Outlets 2023-2028

Table 62 Forecast Sales in Consumer Foodservice through Lodging: Number of Transactions 2023-2028

Table 63 Forecast Sales in Consumer Foodservice through Lodging: Foodservice Value 2023-2028

Table 64 Forecast Consumer Foodservice through Lodging: % Units/Outlets Growth 2023-2028

Table 65 Forecast Sales in Consumer Foodservice through Lodging: % Transaction Growth 2023-2028

Table 66 Forecast Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2023-2028

Table 67 Forecast Consumer Foodservice through Travel: Units/Outlets 2023-2028

Table 68 Forecast Sales in Consumer Foodservice through Travel: Number of Transactions 2023-2028

Table 69 Forecast Sales in Consumer Foodservice through Travel: Foodservice Value 2023-2028

Table 70 Forecast Consumer Foodservice through Travel: % Units/Outlets Growth 2023-2028

Table 71 Forecast Sales in Consumer Foodservice through Travel: % Transaction Growth 2023-2028

Table 72 Forecast Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2023-2028

CONSUMER FOODSERVICE IN VIETNAM

EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture

2023 key trends

Competitive landscape

Independent foodservice developments

What next for consumer foodservice?

MARKET DATA

Table 73 Units, Transactions and Value Sales in Consumer Foodservice 2018-2023

Table 74 Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023

Table 75 Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023

Table 76 Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023

Table 77 Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023

Table 78 Sales in Consumer Foodservice by Food vs Drink Split by Type: %

Foodservice Value 2023

Table 79 Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023

Table 80 Sales in Consumer Foodservice by Fulfillment: % Foodservice Value
2018-2023

Table 81 GBO Company Shares in Chained Consumer Foodservice: % Foodservice
Value 2019-2023

Table 82 GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value
2020-2023

Table 83 GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023

Table 84 Forecast Units, Transactions and Value Sales in Consumer Foodservice
2023-2028

Table 85 Forecast Units, Transactions and Value Sales in Consumer Foodservice: %
Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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