

Fast Food in Vietnam

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Abstracts

Independent Asian fast food has been in Vietnam for a very long time, but operators tend to be low-end and focus on budget consumers. Chained Asian fast food players, through brands such as Pepper Lunch and Com Tho Chay, combine the convenience factor of fast food with a more premium and comfortable environment, attracting office workers and families. These players sell Vietnamese or Japanese rice-based dishes, which are easily accepted by a wide range of customers. Therefore, chained Asian fast...

Euromonitor International's Fast Food 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 2022 illustrate how the market is set to change.

Product coverage: Chained Fast Food, Fast Food by Fast Casual vs Non-Fast Casual, Fast Food by Type, Independent Fast Food.

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

Why buy this report?

Get a detailed picture of the Fast Food 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

Prospects

Chained Asian Fast Food Records the Fastest Sales Growth

Convenience Stores Fast Food Grows Strongly

Competitive Landscape

Many International Brands Are Losing Out

Com Tho Chay Records Outstanding Growth

Category Data

Table 1 Fast Food by Category: Units/Outlets 2012-2017

Table 2 Sales in Fast Food by Category: Number of Transactions 2012-2017

Table 3 Sales in Fast Food by Category: Foodservice Value 2012-2017

Table 4 Fast Food by Category: % Units/Outlets Growth 2012-2017

Table 5 Sales in Fast Food by Category: % Transaction Growth 2012-2017

Table 6 Sales in Fast Food by Category: % Foodservice Value Growth 2012-2017

Table 7 Fast Food by Fast Casual vs Non-Fast Casual: Units/Outlets 2012-2017

Table 8 Sales in Fast Food by Fast Casual vs Non-Fast Casual: Number of Transactions 2012-2017

Table 9 Sales in Fast Food by Fast Casual vs Non-Fast Casual: Foodservice Value 2012-2017

Table 10 Fast Food by Fast Casual vs Non-Fast Casual: % Units/Outlets Growth 2012-2017

Table 11 Sales in Fast Food by Fast Casual vs Non-Fast Casual: % Transaction Growth 2012-2017

Table 12 Sales in Fast Food by Fast Casual vs Non-Fast Casual: % Foodservice Value Growth 2012-2017

Table 13 GBO Company Shares in Chained Fast Food: % Foodservice Value 2013-2017

Table 14 GBN Brand Shares in Chained Fast Food: % Foodservice Value 2014-2017

Table 15 Forecast Fast Food by Category: Units/Outlets 2017-2022

Table 16 Forecast Sales in Fast Food by Category: Number of Transactions 2017-2022

Table 17 Forecast Sales in Fast Food by Category: Foodservice Value 2017-2022

Table 18 Forecast Fast Food by Category: % Units/Outlets Growth 2017-2022

Table 19 Forecast Sales in Fast Food by Category: % Transaction Growth 2017-2022

Table 20 Forecast Sales in Fast Food by Category: % Foodservice Value Growth 2017-2022

Table 21 Forecast Fast Food by Fast Casual vs Non-Fast Casual: Units/Outlets

2017-2022

Table 22 Forecast Sales in Fast Food by Fast Casual vs Non-Fast Casual: Number of Transactions 2017-2022

Table 23 Forecast Sales in Fast Food by Fast Casual vs Non-Fast Casual: Foodservice Value 2017-2022

Table 24 Forecast Fast Food by Fast Casual vs Non-Fast Casual: % Units/Outlets Growth 2017-2022

Table 25 Forecast Sales in Fast Food by Fast Casual vs Non-Fast Casual: % Transaction Growth 2017-2022

Table 26 Forecast Sales in Fast Food by Fast Casual vs Non-Fast Casual: % Foodservice Value Growth 2017-2022

Executive Summary

Consumer Foodservice in Vietnam Continues Growing Strongly

Social Media Fuels the Growth of Consumer Foodservice in 2017

Multiple Companies Record Double-digit Growth

Independent Players Generate A Key Portion of Consumer Foodservice Sales

Consumer Foodservice Will Continue To Grow in the Forecast Period

Market Data

Table 27 Units, Transactions and Value Sales in Consumer Foodservice 2012-2017

Table 28 Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2012-2017

Table 29 Consumer Foodservice by Independent vs Chained: Units/Outlets 2012-2017

Table 30 Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2017

Table 31 Sales in Consumer Foodservice by Eat-In vs Delivery and To-Go: % Foodservice Value 2012-2017

Table 32 Sales in Consumer Foodservice by Food vs Drinks Split: % Foodservice Value 2012-2017

Table 33 Sales in Consumer Foodservice by Food vs Drinks Split by Type: % Foodservice Value 2017

Table 34 Sales in Consumer Foodservice by Online/Offline Ordering: % Foodservice Value 2013-2017

Table 35 Sales in Consumer Foodservice by Location: % Foodservice Value 2012-2017

Table 36 GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2013-2017

Table 37 GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2014-2017

Table 38 GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2017

Table 39 Forecast Units, Transactions and Value Sales in Consumer Foodservice
2017-2022

Table 40 Forecast Units, Transactions and Value Sales in Consumer Foodservice: %
Growth 2017-2022

Sources

Summary 1 Research Sources

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