

Food Intolerance in Vietnam

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Abstracts

Food intolerance remained negligible in the country in 2015 following low consumer awareness over the review period. Indeed, few Vietnamese realised the benefits of food intolerance products, with many remaining unaware of such products formulated to address lactose-intolerance, gluten-intolerance, diabetes, and other conditions. Even consumers who were aware and recommended such products by doctors, uptake was minimal due to the high prices. Many consumers remained reluctant to spend on such...

Euromonitor International's Food Intolerance in Vietnam report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2011-2015, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Diabetic Food, Gluten-Free Food, Lactose-Free Food, Other HW Special Baby Milk Formula.

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

Why buy this report?

Get a detailed picture of the Food Intolerance 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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Health and Wellness Products Become More Popular Thanks To An Improving Economic Situation.

Packaging and Advertisements Play the Main Roles in Differentiating From Non-health-and-wellness Products

Health and Wellness Becomes More Competitive

Traditional Channels Continue To Be Key for Health and Wellness Products

Outlook Is Positive for the Forecast Period

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Better Economic Situation Boosts Consumer Awareness of Health and Wellness Products

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