

# Frozen Processed Food in Vietnam

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## Abstracts

Over the review period, manufacturers have been making great efforts to add more value to their products to attract consumers. For example, frozen processed fish/seafood products are often processed and marinated so that it only takes consumers a few minutes to cook a complicated dish. In response to the preference for hotpot among Vietnamese consumers, various types of seafood are packed with a sachet of hotpot cooking sauce so that consumers can easily cook delicious hotpot for family...

Euromonitor International's Frozen Processed Food 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 2010-2014, 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 2019 illustrate how the market is set to change.

**Product coverage:** Frozen Bakery, Frozen Desserts, Frozen Meat Substitutes, Frozen Noodles, Frozen Pizza, Frozen Processed Fish/Seafood, Frozen Processed Potatoes, Frozen Processed Poultry, Frozen Processed Red Meat, Frozen Processed Vegetables, Frozen Ready Meals, Frozen Soup, Other Frozen Processed 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 Frozen Processed 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.

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