

# Fruits in Vietnam

<https://marketpublishers.com/r/F2D36819D45EN.html>

Date: December 2023

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: F2D36819D45EN

## Abstracts

In 2023, the fruits category in Vietnam was adversely affected by inflation and an economic slowdown. Total volume sales of fruits saw slower growth than in the previous year. In the last year of the review period, Vietnamese consumers became more focused on saving money and reducing the frequency with which they ate out, as well as cutting back on spending on daily meals or worshipping activities. Despite the fact that retailers and distributors launched regular discount campaigns, there was no...

Euromonitor International's Fruits 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 in volume terms 2018-2022, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market – be they new product developments, consumption patterns and distribution data. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Apples, Banana, Cherries, Cranberries/Blueberries, Grapefruit/Pomelo, Grapes, Kiwi Fruit, Lemon and Limes, Oranges, Tangerines and Mandarins, Other Fruits, Peaches/Nectarines, Pears/Quinces, Pineapple, Plums/Sloes, Strawberries.

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

Why buy this report?

Get a detailed picture of the Fruits 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

Fruits in Vietnam  
Euromonitor International  
December 2023

### **LIST OF CONTENTS AND TABLES**

FRUITS IN VIETNAM  
KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

Inflation influences the consumption of fruits in 2023  
Imported fruits continue to gain favour amongst consumers.

### **PROSPECTS AND OPPORTUNITIES**

Further growth expected for fruits in the forecast period  
Expansion of e-commerce

Summary 1 Major Processors of Fruits 2023

### **CATEGORY DATA**

Table 1 Total Sales of Fruits by Category: Total Volume 2018-2023

Table 2 Total Sales of Fruits by Category: % Total Volume Growth 2018-2023

Table 3 Retail Sales of Fruits by Category: Volume 2018-2023

Table 4 Retail Sales of Fruits by Category: % Volume Growth 2018-2023

Table 5 Retail Sales of Fruits by Category: Value 2018-2023

Table 6 Retail Sales of Fruits by Category: % Value Growth 2018-2023

Table 7 Retail Sales of Fruits by Packaged vs Unpackaged: % Volume 2018-2023

Table 8 Forecast Total Sales of Fruits by Category: Total Volume 2023-2028

Table 9 Forecast Total Sales of Fruits by Category: % Total Volume Growth 2023-2028

Table 10 Forecast Retail Sales of Fruits by Category: Volume 2023-2028

Table 11 Forecast Retail Sales of Fruits by Category: % Volume Growth 2023-2028

Table 12 Forecast Retail Sales of Fruits by Category: Value 2023-2028

Table 13 Forecast Retail Sales of Fruits by Category: % Value Growth 2023-2028

### **FRESH FOOD IN VIETNAM**

### **EXECUTIVE SUMMARY**

Fresh food in 2023: The big picture

### **2023 KEY TRENDS**

Retailing developments

What next for fresh food?

#### MARKET DATA

Table 14 Total Sales of Fresh Food by Category: Total Volume 2018-2023

Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2018-2023

Table 16 Retail Sales of Fresh Food by Category: Volume 2018-2023

Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2018-2023

Table 18 Retail Sales of Fresh Food by Category: Value 2018-2023

Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2018-2023

Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023

Table 21 Retail Distribution of Fresh Food by Format: % Volume 2018-2023

Table 22 Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028

Table 23 Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028

Table 24 Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028

Table 25 Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028

Table 26 Forecast Retail Sales of Fresh Food by Category: Value 2023-2028

Table 27 Forecast Retail Sales of Fresh Food by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 2 Research Sources

## I would like to order

Product name: Fruits in Vietnam

Product link: <https://marketpublishers.com/r/F2D36819D45EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F2D36819D45EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970