

# Ice Cream and Frozen Desserts in Vietnam

<https://marketpublishers.com/r/I09EBBD98CFEN.html>

Date: July 2021

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: I09EBBD98CFEN

## Abstracts

Home consumption of ice cream increased substantially in Vietnam during 2020 and 2021 as the strict approach taken to home seclusion and social distancing among the population meant that there were far more opportunities to eat ice cream and frozen desserts in the comfort and safety of their homes. At the same time, restrictions placed on the ability of Vietnamese people to spend time outside of the home reduced opportunities for grab-and-go purchases of impulse ice cream for on-the-go consumpti...

Euromonitor International's Ice Cream and Frozen Desserts in Vietnam report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2016-2020, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2025, clearly indicating how the market is expected to change.

**Product coverage:** Frozen Desserts, Ice Cream.

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

### Why buy this report?

Get a detailed picture of the Ice Cream and Frozen Desserts 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

### ICE CREAM AND FROZEN DESSERTS IN VIETNAM

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Multi-pack and bulk ice cream categories benefit from rising at-home consumption

Innovation is invoked to spur sales growth as consumers look for something different

In-store promotion a strong theme in the marketing of ice cream and frozen desserts

#### PROSPECTS AND OPPORTUNITIES

Rising household penetration of freezers to boost demand for take-home ice cream

Innovation to remain a common theme as leading players target younger consumers

#### CATEGORY DATA

Table 1 Sales of Ice Cream and Frozen Desserts by Category: Volume 2016-2021

Table 2 Sales of Ice Cream and Frozen Desserts by Category: Value 2016-2021

Table 3 Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2016-2021

Table 4 Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2016-2021

Table 5 Sales of Ice Cream by Leading Flavours: Rankings 2016-2021

Table 6 Sales of Impulse Ice Cream by Format: % Value 2016-2021

Table 7 NBO Company Shares of Ice Cream and Frozen Desserts: % Value 2017-2021

Table 8 LBN Brand Shares of Ice Cream and Frozen Desserts: % Value 2018-2021

Table 9 NBO Company Shares of Ice Cream: % Value 2017-2021

Table 10 LBN Brand Shares of Ice Cream: % Value 2018-2021

Table 11 NBO Company Shares of Impulse Ice Cream: % Value 2017-2021

Table 12 LBN Brand Shares of Impulse Ice Cream: % Value 2018-2021

Table 13 NBO Company Shares of Take-home Ice Cream: % Value 2017-2021

Table 14 LBN Brand Shares of Take-home Ice Cream: % Value 2018-2021

Table 15 Distribution of Ice Cream and Frozen Desserts by Format: % Value 2016-2021

Table 16 Distribution of Ice Cream by Format: % Value 2016-2021

Table 17 Forecast Sales of Ice Cream and Frozen Desserts by Category: Volume 2021-2026

Table 18 Forecast Sales of Ice Cream and Frozen Desserts by Category: Value 2021-2026

Table 19 Forecast Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2021-2026

Table 20 Forecast Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2021-2026

CHART 1 Snacks Value Sales Growth Scenarios: 2019-2026

**CHART 2 Snacks Impact of Drivers on Value Sales: 2019-2026****SNACKS IN VIETNAM****EXECUTIVE SUMMARY**

Snacks in 2021: The big picture

Key trends in 2021

Competitive landscape

Channel developments

What next for snacks?

**MARKET DATA**

Table 21 Sales of Snacks by Category: Volume 2016-2021

Table 22 Sales of Snacks by Category: Value 2016-2021

Table 23 Sales of Snacks by Category: % Volume Growth 2016-2021

Table 24 Sales of Snacks by Category: % Value Growth 2016-2021

Table 25 NBO Company Shares of Snacks: % Value 2017-2021

Table 26 LBN Brand Shares of Snacks: % Value 2018-2021

Table 27 Penetration of Private Label by Category: % Value 2016-2021

Table 28 Distribution of Snacks by Format: % Value 2016-2021

Table 29 Forecast Sales of Snacks by Category: Volume 2021-2026

Table 30 Forecast Sales of Snacks by Category: Value 2021-2026

Table 31 Forecast Sales of Snacks by Category: % Volume Growth 2021-2026

Table 32 Forecast Sales of Snacks by Category: % Value Growth 2021-2026

**DISCLAIMER****SOURCES**

Summary 1 Research Sources

## I would like to order

Product name: Ice Cream and Frozen Desserts in Vietnam

Product link: <https://marketpublishers.com/r/I09EBBD98CFEN.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/I09EBBD98CFEN.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