

Naturally Healthy Packaged Food in Vietnam

<https://marketpublishers.com/r/N094F013D0FEN.html>

Date: February 2022

Pages: 28

Price: US\$ 990.00 (Single User License)

ID: N094F013D0FEN

Abstracts

More people are embracing nature and choosing to live healthier lifestyles. This trend is being seen across generations, including younger people in their 20s. This includes making lifestyle choices about the food that is consumed, with many people eschewing processed food. Decisions to purchase are therefore based on natural ingredients. Moreover, as the average education level has improved in Vietnam along with higher living standards, consumers are becoming more conscious of the potentially n...

Euromonitor International's Naturally Healthy Packaged Food 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 2017-2021, 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 2026 illustrate how the market is set to change.

Product coverage: NH Cereal Bars, NH Dairy, NH Fruit and Nut Bars, NH Fruit Snacks, NH High Fibre Food, NH Honey, NH Nuts, Seeds and Trail Mixes, NH Olive Oil, NH Rice.

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

Why buy this report?

Get a detailed picture of the Naturally Healthy Packaged 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

NATURALLY HEALTHY PACKAGED FOOD IN VIETNAM

KEY DATA FINDINGS

2021 DEVELOPMENTS

Consumers not necessary convinced by naturally healthy positioning

Immediate focus on immunity dampens demand

Local players dominate

PROSPECTS AND OPPORTUNITIES

Trend towards natural ingredients

Work needed to take advantage of opportunities

Distribution limited to modern grocery retailing

CATEGORY DATA

Table 1 Sales of NH Packaged Food by Category: Value 2016-2021

Table 2 Sales of NH Packaged Food by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of NH Packaged Food: % Value 2017-2021

Table 4 LBN Brand Shares of NH Packaged Food: % Value 2018-2021

Table 5 Distribution of NH Packaged Food by Format: % Value 2016-2021

Table 6 Forecast Sales of NH Packaged Food by Category: Value 2021-2026

Table 7 Forecast Sales of NH Packaged Food by Category: % Value Growth 2021-2026

HEALTH AND WELLNESS IN VIETNAM

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 8 Sales of Health and Wellness by Type: Value 2016-2021

Table 9 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 10 Sales of Health and Wellness by Category: Value 2016-2021

Table 11 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 14 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 15 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 16 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 17 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 18 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 20 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth
2021-2026

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth
2021-2026

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Naturally Healthy Packaged Food in Vietnam

Product link: <https://marketpublishers.com/r/N094F013D0FEN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N094F013D0FEN.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