

# Processed Fruit and Vegetables in Vietnam

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## Abstracts

Despite strong competition from fresh fruits and vegetables, processed fruits/vegetables saw buoyant growth in volume terms in 2023, with foodservice driving this expansion. The influence of western-influenced dietary trends, such as the popularity of smoothies, particularly amongst younger consumers, led to a growing demand for fruits which are not typically available in the country, such as blueberries, raspberries or cherries. In addition, some fruits, such as peaches and lychees, have limite...

Euromonitor International's Processed Fruit and Vegetables 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

Why buy this report?

Get a detailed picture of the Processed Fruit and Vegetables 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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Euromonitor International

November 2023

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Dole retains lead in underdeveloped category, although government supports further investment in fruit and vegetable processing

Social media plays a key role in boosting sales, amid generally low levels of above-the-line marketing activity

### **PROSPECTS AND OPPORTUNITIES**

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