

Processed Meat and Seafood in Vietnam

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Abstracts

In 2019 meat and seafood provided a filling and nutritious meal with sales rising alongside disposable incomes and higher living standards. Changing habits and lifestyles also led to the increasing adoption of new types of cuisine from the West, Japan and South Korea. However, the variety of processed meat and seafood available through retail had yet to keep pace with the types of food available via foodservice outlets. Moreover, the number of product variants tailored to local taste preferences...

Euromonitor International's Processed Meat and Seafood 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 2015-2019, 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 2024 illustrate how the market is set to change.

Product coverage: Meat Substitutes, Processed Meat, Processed Seafood.

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 Meat and Seafood 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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Demand spikes as consumers stockpile during the COVID-19 health crisis

COVID-19 boosts demand for all types of processed meat and seafood as shelves and freezers empty during the first half of 2020

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RECOVERY AND OPPORTUNITIES

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