

# Processed Meat, Seafood and Alternatives To Meat in Vietnam

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## Abstracts

In 2023, the prices of commodities, including animal feed, remained elevated due to global supply chain issues resulting from Russia's invasion of Ukraine. While there was some improvement during the second half of the year, stubbornly high input costs pushed up retail prices. Moreover, consumers are price sensitive in this category, especially those from the low- and middle-income groups, for whom expenditure on meat represents a considerable proportion of their income. As a result, many consum...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat 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: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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, Seafood and Alternatives to Meat 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

Processed Meat, Seafood and Alternatives To Meat in Vietnam

Euromonitor International

November 2023

List Of Contents And Tables

PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN VIETNAM

KEY DATA FINDINGS

### 2023 DEVELOPMENTS

High rate of inflation has negative impact on consumption

Vissan continues as dominant player

Plant-based meat gains traction

PROSPECTS AND OPPORTUNITIES

Traditional dishes will remain a key source of growth

Sustainability and health will be key considerations

Expansion of modern retailing will boost sales of chilled and frozen products

CATEGORY DATA

Table 1 Sales of Processed Meat, Seafood and Alternatives to Meat by Category:

Volume 2018-2023

Table 2 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value

2018-2023

Table 3 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: %

Volume Growth 2018-2023

Table 4 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: %

Value Growth 2018-2023

Table 5 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown

2018-2023

Table 6 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown

2018-2023

Table 7 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown

2018-2023

Table 8 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023

Table 9 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023

Table 10 NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat:

% Value 2019-2023

Table 11 LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: %

Value 2020-2023

Table 12 Distribution of Processed Meat, Seafood and Alternatives to Meat by Format:  
% Value 2018-2023

Table 13 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by  
Category: Volume 2023-2028

Table 14 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by  
Category: Value 2023-2028

## STAPLE FOODS IN VIETNAM

### EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

### MARKET DATA

Table 15 Sales of Staple Foods by Category: Volume 2018-2023

Table 16 Sales of Staple Foods by Category: Value 2018-2023

Table 17 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 18 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 20 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 21 Penetration of Private Label by Category: % Value 2018-2023

Table 22 Distribution of Staple Foods by Format: % Value 2018-2023

Table 23 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 24 Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 25 Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 26 Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 Research Sources

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