

Savoury Snacks in Vietnam

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Abstracts

Retail sales of savoury snacks saw continued growth in volume terms in 2023, albeit at a much slower pace than the previous year. Besides inflationary pressures, which caused consumers to become more frugal with their spending, this was due to rising health concerns, triggered by the pandemic, which led many Vietnamese people to cut back on overly fatty and salty food items. In addition, consumers proactively sought out products labelled as containing natural ingredients, as these are considered...

Euromonitor International's Savoury Snacks 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 Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

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

Why buy this report?

Get a detailed picture of the Savoury Snacks 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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Rising health concerns and inflationary pressures limit the growth of savoury snacks in 2023, particularly puffed snacks, which nonetheless remain the largest product type.

New product lines help to attract customers in fragmented market

Small local grocers continue to dominate sales, while e-commerce becomes less important

PROSPECTS AND OPPORTUNITIES

Economic recovery will boost growth, but health concerns will present challenges as well as opportunities

Adult consumers will remain key target audience, with unique flavours being key to capturing their attention

International players will continue to dominate sales,

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