

Snacks in Vietnam

<https://marketpublishers.com/r/S3E9E3927FFDEN.html>

Date: June 2023

Pages: 74

Price: US\$ 2,100.00 (Single User License)

ID: S3E9E3927FFDEN

Abstracts

Retail sales of snacks in Vietnam saw a more muted performance in 2023 than in 2022, in both volume and constant value terms. Rising Inflation, triggered by the energy crisis, had a considerable impact on purchasing behaviour, with cash-strapped consumers forced to reduce their expenditure on discretionary items, including snacks, which are usually purchased on impulse during shopping trips. While manufacturers of snacks tried to their best to limit any price increases, they were forced to pass...

Euromonitor International's 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit 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 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.

Contents

SNACKS IN VIETNAM

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2018-2023

Table 2 Sales of Snacks by Category: Value 2018-2023

Table 3 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 4 Sales of Snacks by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Snacks: % Value 2019-2023

Table 6 LBN Brand Shares of Snacks: % Value 2020-2023

Table 7 Penetration of Private Label by Category: % Value 2018-2023

Table 8 Distribution of Snacks by Format: % Value 2018-2023

Table 9 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 10 Forecast Sales of Snacks by Category: Value 2023-2028

Table 11 Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures limit growth in 2023.

Consumers make more health-conscious choices

Supermarkets continue to account for the bulk of chocolate confectionery distribution, while the share accounted for by e-commerce begins to stabilise

PROSPECTS AND OPPORTUNITIES

Steady growth expected, in line with economic recovery

Innovation to centre around “better for you” products and more exotic flavour combinations with tablets being a key beneficiary of this trend

Expanding distribution of small local grocers will be key to growth of this category

CATEGORY DATA

Summary 2 Other Chocolate Confectionery by Product Type: 2023

- Table 13 Sales of Chocolate Confectionery by Category: Volume 2018-2023
- Table 14 Sales of Chocolate Confectionery by Category: Value 2018-2023
- Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023
- Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023
- Table 17 Sales of Chocolate Tablets by Type: % Value 2018-2023
- Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2019-2023
- Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023
- Table 20 Distribution of Chocolate Confectionery by Format: % Value 2018-2023
- Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028
- Table 22 Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028
- Table 23 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028
- Table 24 Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

GUM IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures impact sales of chewing gum, with bubble gum remaining a niche

Sugar-free gum trend gathers pace

Lotte strengthens its competitiveness through continuous advertising and health-focused message, while plastic jars rise in popularity as a packaging format

PROSPECTS AND OPPORTUNITIES

Health-conscious consumers will drive growth

Bubble gum will see slower growth in absence of product innovation

Further investment among category leaders set to spur growth

CATEGORY DATA

- Table 25 Sales of Gum by Category: Volume 2018-2023
- Table 26 Sales of Gum by Category: Value 2018-2023
- Table 27 Sales of Gum by Category: % Volume Growth 2018-2023
- Table 28 Sales of Gum by Category: % Value Growth 2018-2023
- Table 29 Sales of Gum by Flavour: Rankings 2018-2023
- Table 30 NBO Company Shares of Gum: % Value 2019-2023
- Table 31 LBN Brand Shares of Gum: % Value 2020-2023
- Table 32 Distribution of Gum by Format: % Value 2018-2023
- Table 33 Forecast Sales of Gum by Category: Volume 2023-2028
- Table 34 Forecast Sales of Gum by Category: Value 2023-2028
- Table 35 Forecast Sales of Gum by Category: % Volume Growth 2023-2028
- Table 36 Forecast Sales of Gum by Category: % Value Growth 2023-2028

SUGAR CONFECTIONERY IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing levels of health-consciousness, combined with an elevated rate of inflation, limit growth in 2023

Flavour innovation remains key in driving demand

Local companies remain in favour, due to their competitive pricing and understanding of local taste preferences

PROSPECTS AND OPPORTUNITIES

Further expansion expected, with growing focus on lower-sugar and functional varieties

Traditional items will continue to cater to local tastes

E-commerce will have a significant impact on demand

CATEGORY DATA

Summary 3 Other Sugar Confectionery by Product Type: 2023

Table 37 Sales of Sugar Confectionery by Category: Volume 2018-2023

Table 38 Sales of Sugar Confectionery by Category: Value 2018-2023

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2018-2023

Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2019-2023

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2020-2023

Table 44 Distribution of Sugar Confectionery by Format: % Value 2018-2023

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028

Table 46 Forecast Sales of Sugar Confectionery by Category: Value 2023-2028

Table 47 Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028

Table 48 Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation limits growth in sweet biscuits, snack bars and fruit snacks in 2023.

Healthy eating trends boost sales of fruit sales and snack bars

International brands remain dominant in sweet biscuit market

PROSPECTS AND OPPORTUNITIES

Better economic conditions and a resulting increase in gift giving will help to boost future sales

Health and wellness trends will continue to shape innovation within the category

Domestic brands are poised to present stronger competition to international leaders

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 57 NBO Company Shares of Fruit Snacks: % Value 2019-2023

Table 58 LBN Brand Shares of Fruit Snacks: % Value 2020-2023

Table 59 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 60 Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 61 Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 62 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 63 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 64 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 65 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

ICE CREAM IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued growth in 2023, but retail volumes see a more muted performance, as inflation takes its toll on household budgets

Trend towards local and exotic flavour experiences

In-store promotions remain a strong theme

PROSPECTS AND OPPORTUNITIES

Rising demand for impulse ice cream, thanks to economy recovery and the revival of tourism, with local brands retaining the competitive edge

Rising freezer penetration in homes and small local grocers will boost growth of take-

home and impulse ice cream

Despite the wider availability of healthier products, ice cream will continue to be consumed primarily for indulgence, with local companies continuing to dominate

CATEGORY DATA

Table 66 Sales of Ice Cream by Category: Volume 2018-2023

Table 67 Sales of Ice Cream by Category: Value 2018-2023

Table 68 Sales of Ice Cream by Category: % Volume Growth 2018-2023

Table 69 Sales of Ice Cream by Category: % Value Growth 2018-2023

Table 70 Sales of Ice Cream by Leading Flavours: Rankings 2018-2023

Table 71 Sales of Impulse Ice Cream by Format: % Value 2018-2023

Table 72 NBO Company Shares of Ice Cream: % Value 2019-2023

Table 73 LBN Brand Shares of Ice Cream: % Value 2020-2023

Table 74 NBO Company Shares of Impulse Ice Cream: % Value 2019-2023

Table 75 LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023

Table 76 NBO Company Shares of Take-home Ice Cream: % Value 2019-2023

Table 77 LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023

Table 78 Distribution of Ice Cream by Format: % Value 2018-2023

Table 79 Forecast Sales of Ice Cream by Category: Volume 2023-2028

Table 80 Forecast Sales of Ice Cream by Category: Value 2023-2028

Table 81 Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028

Table 82 Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

SAVOURY SNACKS IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

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,

CATEGORY DATA

Summary 4 Other Savoury Snacks by Product Type: 2023

Table 83 Sales of Savoury Snacks by Category: Volume 2018-2023

Table 84 Sales of Savoury Snacks by Category: Value 2018-2023

Table 85 Sales of Savoury Snacks by Category: % Volume Growth 2018-2023

Table 86 Sales of Savoury Snacks by Category: % Value Growth 2018-2023

Table 87 NBO Company Shares of Savoury Snacks: % Value 2019-2023

Table 88 LBN Brand Shares of Savoury Snacks: % Value 2020-2023

Table 89 Distribution of Savoury Snacks by Format: % Value 2018-2023

Table 90 Forecast Sales of Savoury Snacks by Category: Volume 2023-2028

Table 91 Forecast Sales of Savoury Snacks by Category: Value 2023-2028

Table 92 Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028

Table 93 Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

I would like to order

Product name: Snacks in Vietnam

Product link: <https://marketpublishers.com/r/S3E9E3927FFDEN.html>

Price: US\$ 2,100.00 (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/S3E9E3927FFDEN.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