

Staple Foods in Vietnam

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Abstracts

Retail prices of staple foods in the Vietnam continued to rise in 2023. While inflationary pressures began to ease, the ongoing war in Ukraine had a major impact on the prices of key raw materials, due to the disruption of the global supply chain. With Vietnam importing the majority of its raw materials, such as wheat, from other countries, it was susceptible to fluctuations in international commodity supplies and prices. Moreover, the reopening of the Chinese economy following successive COVID-...

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

Get a detailed picture of the Staple Foods 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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Growing demand for healthier and more sustainable choices

Global players dominate the market

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Continued growth expected, thanks to rising disposable incomes and expansion of

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New product development will be increasingly important, with healthy attributes and new flavour combinations being key growth drivers

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