

Vietnam Bread Improvers Market By Product Type (Organic, Inorganic), By Form (Powder, Granular, Liquid), By Application (Bread, Cakes, Pastries, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/VDBF1B71D0E1EN.html>

Date: July 2025

Pages: 85

Price: US\$ 3,500.00 (Single User License)

ID: VDBF1B71D0E1EN

Abstracts

Market Overview

Vietnam Bread Improvers Market was valued at USD 25.85 Million in 2024 and is anticipated to grow USD 42.31 Million by 2030 with a CAGR of 8.56%. The Vietnam bread improvers market is experiencing steady growth due to the rising consumption of bakery products, driven by urbanization, changing dietary habits, and increased demand for convenience foods. Bread improvers enhance the texture, volume, and shelf life of baked goods, making them essential in large-scale commercial baking. The expansion of modern retail outlets and cafés has also supported market development. Moreover, the influence of Western eating patterns and the growing preference for high-quality artisanal and packaged bread have contributed to the increased use of improvers. Manufacturers are innovating with enzyme-based and clean-label solutions to align with consumer health trends. Foreign investments and partnerships are further fueling technological advancements and product diversification in the market.

Key Market Drivers

Rising Demand for Bakery Products Driven by Urbanization and Westernized Eating Habits

The rapid urbanization of Vietnam, coupled with a growing middle-class population, is significantly altering consumer food preferences. With a rising number of people living in

urban areas and adopting fast-paced lifestyles, the demand for convenient, ready-to-eat, and packaged foods has surged—especially bakery items like bread, pastries, and cakes. This trend is further intensified by the increasing influence of Western eating habits, as consumers seek more variety and quality in their daily diet. As bread becomes a staple breakfast and snack item in many Vietnamese households, the commercial baking industry is expanding its product offerings to meet consumer expectations. According to the General Statistics Office (GSO) in its “Overview of market prices – December 2024”, the Consumer Price Index (CPI) for the specific category “other cereals and bread” increased by 0.24% compared to the previous period. To produce bread with consistent texture, improved volume, longer shelf life, and appealing appearance, manufacturers are increasingly incorporating bread improvers into their formulations. Bread improvers help enhance dough handling properties, reduce fermentation time, and increase tolerance during production processes, making them essential for large-scale production in urban bakeries, supermarkets, and QSRs (Quick Service Restaurants). As Vietnam’s urban population continues to grow, the bakery industry’s reliance on improvers will likely rise in tandem, positioning this as a major long-term growth driver for the market.

Key Market Challenges

Limited Awareness Among Small-Scale and Traditional Bakers

One of the primary challenges hindering the growth of the bread improvers market in Vietnam is the limited awareness and adoption among small-scale and traditional bakers. While large commercial bakeries and multinational chains are increasingly integrating improvers to enhance product consistency and efficiency, many small and medium-sized bakeries across rural and semi-urban areas continue to rely on traditional baking techniques. These bakers may lack the technical knowledge about the functional benefits of improvers, such as improved dough stability, better volume, and prolonged freshness. Moreover, due to budget constraints, these businesses may perceive improvers as an added cost rather than a value-adding investment. There’s also skepticism regarding the use of additives, even if they are enzyme-based or natural, leading to hesitation in altering long-established recipes and practices. The lack of training, limited exposure to new baking technologies, and minimal engagement from ingredient suppliers in remote regions contribute to the slow penetration of bread improvers in these markets. Unless awareness and education campaigns are scaled up to target small and traditional bakers, this segment will remain underutilized, limiting overall market expansion.

Key Market Trends

Shift Toward Clean-Label and Enzyme-Based Bread Improvers

A significant trend emerging in the Vietnam bread improvers market is the rising preference for clean-label and enzyme-based formulations. Consumers are becoming increasingly health-conscious and ingredient-aware, pushing bakeries and food manufacturers to rethink the additives used in their products. Traditional chemical improvers, which often include oxidizing agents, emulsifiers, and synthetic conditioners, are being replaced or supplemented with enzymes and natural alternatives that offer similar functional benefits. Enzyme-based bread improvers enhance dough strength, increase gas retention, and improve crumb texture without the need for chemical additives, aligning well with clean-label standards. This trend is also being driven by global bakery ingredient companies that are introducing new improver formulations specifically tailored for Southeast Asian consumer preferences. As demand for transparency and minimal processing grows, bakeries in Vietnam are investing in reformulating recipes to meet clean-label expectations while maintaining product quality and production efficiency. The growing focus on sustainability and natural food systems is further reinforcing the demand for such enzyme-based solutions in the country's commercial and artisanal baking sectors.

Key Market Players

Bakels Vietnam Co., Ltd.

Fazer Group

Archer Daniels Midland Company

Lesaffre Vietnam Company Limited

AB Mauri Vietnam Limited Company

E.I. Du Pont De Nemours and Company

Oriental Yeast Co., Ltd.

Kerry Ingredients (Vietnam) Company Limited

Puratos Grand-Place Indochina LLC

SM-Firmenich

Report Scope:

In this report, the Vietnam Bread Improvers Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Vietnam Bread Improvers Market, By Product Type:

Organic

Inorganic

Vietnam Bread Improvers Market, By Form:

Powder

Granular

Liquid

Vietnam Bread Improvers Market, By Application:

Bread

Cakes

Pastries

Others

Vietnam Bread Improvers Market, By Region:

Northern Vietnam

Southern Vietnam

Central Vietnam

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Vietnam Bread Improvers Market.

Available Customizations:

Vietnam Bread Improvers Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VIETNAM BREAD IMPROVERS MARKET OUTLOOK

- 4.1. Market Size & Forecast
 - 4.1.1. By Value
- 4.2. Market Share & Forecast
 - 4.2.1. By Product Type (Organic, Inorganic)
 - 4.2.2. By Form (Powder, Granular, Liquid)
 - 4.2.3. By Application (Bread, Cakes, Pastries, Others)
 - 4.2.4. By Regional

4.2.5. By Company (2024)

4.3. Market Map

5. VIETNAM ORGANIC BREAD IMPROVERS MARKET OUTLOOK

5.1. Market Size & Forecast

5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Form

5.2.2. By Application

6. VIETNAM INORGANIC BREAD IMPROVERS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Form

6.2.2. By Application

7. MARKET DYNAMICS

7.1. Drivers

7.2. Challenges

8. MARKET TRENDS & DEVELOPMENTS

8.1. Merger & Acquisition (If Any)

8.2. Product Launches (If Any)

8.3. Recent Developments

9. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

10. VIETNAM ECONOMIC PROFILE

11. POLICY & REGULATORY LANDSCAPE

12. COMPETITIVE LANDSCAPE

12.1. Company Profiles

- 12.1.1. Bakels Vietnam Co., Ltd.
 - 12.1.1.1. Business Overview
 - 12.1.1.2. Company Snapshot
 - 12.1.1.3. Products & Services
 - 12.1.1.4. Financials (As Per Availability)
 - 12.1.1.5. Key Market Focus & Geographical Presence
 - 12.1.1.6. Recent Developments
 - 12.1.1.7. Key Management Personnel
- 12.1.2. Fazer Group
- 12.1.3. Archer Daniels Midland Company
- 12.1.4. Lesaffre Vietnam Company Limited
- 12.1.5. AB Mauri Vietnam Limited Company
- 12.1.6. E.I. Du Pont De Nemours and Company
- 12.1.7. Oriental Yeast Co., Ltd.
- 12.1.8. Kerry Ingredients (Vietnam) Company Limited
- 12.1.9. Puratos Grand-Place Indochina LLC
- 12.1.10. SM-Firmenich

13. STRATEGIC RECOMMENDATIONS

14. ABOUT US & DISCLAIMER

I would like to order

Product name: Vietnam Bread Improvers Market By Product Type (Organic, Inorganic), By Form (Powder, Granular, Liquid), By Application (Bread, Cakes, Pastries, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/VDBF1B71D0E1EN.html>

Price: US\$ 3,500.00 (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/VDBF1B71D0E1EN.html>