

Vietnam Frozen Food Market, By Category (Ready-to-Eat, Ready-to-Cook, Others {Raw Meat, Raw Vegetables, Raw Fruit, etc.}), By Product Type (Frozen Meat, Poultry & Seafood, Frozen Snacks, Frozen Fruits & Vegetables, Others {Frozen Desserts, Frozen Cooked Ready Meals, etc.}), By Distribution Channel (Departmental Store, Specialty Store, Supermarkets/Hypermarkets, Online, Others {Convenience Stores, Direct Sales, etc.}), By Region, Forecast & Opportunities, 2017-2027

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Abstracts

The Vietnam frozen food market stood at USD1608.95 million in 2021 and is expected to grow at a CAGR of 6.91% to reach USD2419.43 million by 2027. Surge in sales through the e-commerce industry, rising health-consciousness among consumers, and ongoing technological advancements in packaging are the primary factors driving the growth of the Vietnam frozen food market.

Rapid urbanization and an increase in the population of working women fuel the demand for frozen food all over the country. Digitization of the retail industry and increasing penetration of the e-commerce industry are providing increased access to consumers to buy quality frozen food items. Market players are investing in developing an efficient supply chain to fulfill the growing consumer needs and provide additional facilities like quick doorstep delivery and lucrative discounts to garner consumer attention. Also, the advent of advanced packaging materials to protect the color, texture, and nutritional value of food items and boost the shelf life of frozen food items is

expected to accelerate the Vietnam frozen food market growth for the next five years.

The Vietnam frozen food market is segmented into the category, product type, distribution channel, company, and regional distribution. Based on category, the market is divided into ready-to-eat, ready-to-cook & others. The other segment is further divided into raw meat, raw vegetables, and raw fruit. Ready-to-cook is expected to witness the fastest incremental growth in the forecast period. People prefer to buy ready-to-cook items as it saves their time and is easy to cook. Change in consumers' preference to invest in convenience food items and growing adoption of sedentary lifestyles among the working population contributes significantly to the growing Vietnam frozen food market.

CP Vietnam Livestock Joint Stock Company, MINH PHU SEAFOOD CORP., SAO TA FOODS JOINT STOCK COMPANY, VINH HOAN CORPORATION, GreenFeed Vietnam Corp., KIDO FOODS JOINT STOCK COMPANY, Viet Asia Foods Company Limited, CK Frozen Foods Vietnam Company Ltd, DALAT - JAPAN FOOD CO. LTD are the major market players operating in the Vietnam frozen food market.

Years considered for this report:

Historical Years: 2017-2020

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2023-2027

Objective of the Study:

To analyze the historical growth of the market size of Vietnam frozen food market from 2017 to 2021.

To estimate and forecast the market size of Vietnam frozen food market from 2022 to 2027 and growth rate until 2027.

To classify and forecast Vietnam frozen food market based on category, product

type, distribution channel, company, and regional distribution.

To identify dominant region or segment in the Vietnam frozen food market.

To identify drivers and challenges for Vietnam frozen food market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in Vietnam frozen food market.

To identify and analyze the profile of leading players operating in Vietnam frozen food market.

To identify key sustainable strategies adopted by market players in Vietnam frozen food market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of frozen food manufacturing companies across the Vietnam. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the Vietnam frozen food market.

TechSci Research calculated the market size of the Vietnam frozen food market using a bottom-up & top-down approach, wherein data for various product type segments were recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated them through analyzing historical data of these product types and distribution channels for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations, and financial reports were also studied by TechSci Research.

Key Target Audience:

Frozen food manufacturers, suppliers, distributors, and other stakeholders.

Market research and consulting firms

Government bodies such as regulating authorities and policy makers

Organizations, forums, and alliances related to frozen food market

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as frozen food manufacturing companies, suppliers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, Vietnam frozen food market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Vietnam Frozen Food Market, By Category:

Ready-to-Eat

Ready-to-Cook

Others (Raw Meat, Raw Vegetables, Raw Fruit, etc.)

Vietnam Frozen Food Market, By Product Type:

Frozen Meat, Poultry & Seafood

Frozen Snacks

Frozen Fruits & Vegetables

Others (Frozen Desserts, Frozen Cooked Ready Meals, etc.)

Vietnam Frozen Food Market, By Distribution Channel:

Departmental Store

Specialty Store

Supermarkets/Hypermarkets

Online

Others (Convenience Stores, Direct Sales, etc.)

Vietnam Frozen Food Market, By Region:

Northern

Southern

Central

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Vietnam frozen food market.

Available Customizations:

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. PRODUCT OVERVIEW

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. VOICE OF CUSTOMER

4.1. Factors Influencing Purchase Decision

4.2. Challenges Faced Post Purchasing

5. VIETNAM FROZEN FOODS MARKET OUTLOOK

5.1. Market Size & Forecast

5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Category (Ready-to-Eat, Ready-to-Cook & Others {Raw Meat, Raw Vegetables, Raw Fruit, etc.})

5.2.2. By Product Type (Frozen Meat, Poultry, & Seafood, Frozen Snacks, Frozen Fruits & Vegetables, and Others {Frozen Desserts, Frozen Cooked Ready Meals, etc.})

5.2.3. By Distribution Channel (Departmental Store, Specialty Store, Supermarkets/Hypermarkets, Online & Others {Convenience Stores, Direct Sales, etc.})

5.2.4. By Region

5.2.5. By Company (FY2021)

5.3. Market Map (By Product Type and By Region)

6. VIETNAM FROZEN MEAT, POULTRY AND SEAFOOD MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value & Volume

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Distribution Channel

7. VIETNAM FROZEN SNACKS MARKET OUTLOOK

7.1. Market Size & Forecast

- 7.1.1. By Value & Volume
- 7.2. Market Share & Forecast
 - 7.2.1. By Product Type
 - 7.2.2. By Distribution Channel

8. VIETNAM FROZEN FRUITS & VEGETABLES MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value & Volume
- 8.2. Market Share & Forecast
 - 8.2.1. By Product Type
 - 8.2.2. By Distribution Channel

9. MARKET DYNAMICS

- 9.1. Drivers
- 9.2. Challenges

10. MARKET TRENDS AND DEVELOPMENTS

11. IMPACT OF COVID-19 ON VIETNAM FROZEN FOOD MARKET

12. POLICY & REGULATORY LANDSCAPE

13. VIETNAM ECONOMIC PROFILE

14. COMPETITIVE LANDSCAPE

- 14.1. CP VIETNAM LIVESTOCK JOINT STOCK COMPANY
- 14.2. SAO TA FOODS JOINT STOCK COMPANY
- 14.3. Minh Phu Seafood Group JSC
- 14.4. VINH HOAN CORPORATION
- 14.5. GreenFeed Vietnam Corp.
- 14.6. Dai Phat Food Training Service Co., Ltd
- 14.7. Kido Foods, Joint Stock Company
- 14.8. Viet Asia Foods Company Limited
- 14.9. CK Frozen Foods Vietnam Company Ltd
- 14.10. Dalat – Japan Food Co., Ltd.
- 14.11. L&H FOOD CO., LTD.

14.12. San Ha Co., Ltd.

15. STRATEGIC RECOMMENDATIONS

List Of Figures

LIST OF FIGURES

Figure 1: Vietnam Frozen Food Market Size, By Value (USD Million), 2017-2027F

Figure 2: Vietnam GDP at Current Price (in USD Billion), 2016-2020

Figure 3: Vietnam Urban Population as a Percentage (%) of Total Population (2016-2020)

Figure 4: Vietnam Frozen Food Market Share, By Category, By Value, 2017-2027F

Figure 5: Vietnam Frozen Food Market Share, By Product Type, By Value, 2017-2027F

Figure 6: Vietnam Frozen Food Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 7: Vietnam Frozen Food Share, By Region, By Value, 2017-2027F

Figure 8: Vietnam Frozen Food Market Share, By Company, By Value, 2021

Figure 9: Vietnam Frozen Food Market Map, By Product Type, Market Size (USD Million) & Growth Rate (%), 2021

Figure 10: Vietnam Frozen Food Market Map, By Region, Market Size (USD Million) & Growth Rate (%), 2021

Figure 11: Vietnam Frozen Meat, Poultry, & Seafood Market Size, By Value (USD Million) & By Volume (Million Kg), 2017-2027F

Figure 12: Vietnam Meat Consumption By Type, 2020

Figure 13: Vietnam Frozen Meat, Poultry, & Seafood Market Share, By Product Type, By Value, 2017-2027F

Figure 14: Vietnam Frozen Meat, Poultry, & Seafood Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 15: Vietnam Frozen Snacks Market Size, By Value (USD Million) & By Volume (Million Kg), 2017-2027F

Figure 16: Vietnam Major Frozen Snacks Suppliers and Their Offerings

Figure 17: Vietnam Frozen Snacks Market Share, By Product Type, By Value, 2017-2027F

Figure 18: Vietnam Frozen Snacks Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 19: Vietnam Frozen Fruits & Vegetables Market Size, By Value (USD Million) & By Volume (Million Kg), 2017-2027F

Figure 20: Vietnam Exports of Fruits & Vegetables 2017-2020 (USD Billion)

Figure 21: Vietnam Frozen Fruits & Vegetables Market Share, By Product Type, By Value, 2017-2027F

Figure 22: Vietnam Frozen Fruits & Vegetables Market Share, By Distribution Channel, By Value, 2017-2027F

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