

# **Vietnam Yogurt Market, By Type (Non-Flavored, Flavored), By Fat Content, (Regular, Low Fat, Fat-Free), By Form (Conventional Yogurt, Set Yogurt, Greek Yogurt, Frozen Yogurt, Yogurt Drinks and Others), By Packaging (Pouches, Plastic Bottles, Tetra Packs and Others), By Distribution Channel (Convenience Stores, Independent Small Grocers, Supermarket/Hypermarket, Online Channel), By Region, Competition, Forecast & Opportunities, 2026**

<https://marketpublishers.com/r/V63227C8A019EN.html>

Date: April 2021

Pages: 74

Price: US\$ 4,400.00 (Single User License)

ID: V63227C8A019EN

## **Abstracts**

Vietnam Yogurt Market is expected to undergo swift growth rate during the forecast period and is expected to surpass the overall market size of USD737 million in the forecast period till 2026. Vietnam yogurt market is anticipated to increase due to enhanced product offerings, inclusion of various specialized yogurt types such as low fat and fat free, which is predominantly supported by young consumers in Vietnam.

Vietnam Yogurt Market is categorized by type (non-flavored, flavored), by fat content, (regular, low fat, fat-free), by form (conventional yogurt, set yogurt, greek yogurt, frozen yogurt, yogurt drinks and others), by packaging (pouches, plastic bottles, tetra packs and others), by distribution channel (convenience stores, independent small grocers, supermarket/hypermarket, online channel) and by region.

Based on the type, Vietnam Yogurt Market is segmented into non-flavored and flavored yogurt. As of 2020, non-flavored type yogurt category held the largest share in the Vietnam Yogurt Market due to significant product varieties offered by the companies with inclusion of the specialised yogurt products such as low fat and fat free yogurt.

Based on the region, Vietnam Yogurt Market is segmented into Northern Vietnam, Central Vietnam, Southern Vietnam. Until 2020, Northern Vietnam held the largest market share in the Vietnam Yogurt Market due to its higher GDP, living standards, and increasing population. Also, Southern Vietnam, is another region showing a growing value share in the yogurt market.

Based on the fat content, Vietnam Yogurt Market is segmented into the regular, low fat, fat-free yogurt. Regular yogurt segment held the largest share in Vietnam Yogurt Market in the base year 2020 due to its low cost and Vietnamese peoples' taste adaptability for the regular type of yogurt.

However, low fat and fat-free yogurt type are also getting popular among the urban consumers, especially those who are influenced with the western lifestyle. Besides, due to increasing demand for low fat and fat-free yogurt, the Vietnam Yogurt Market is expected to grow during the forecast period.

Some of the leading manufactures in the Vietnam Yogurt Market includes Vietnam Dairy Products Joint Stock Company, TH Food Chains Joint Stock Company, International Dairy Joint Stock Company, Nestlé Vietnam Co., Ltd, Friesland Campina Co., Ltd among other domestic and international players. Leading players are also focusing on expanding their product portfolio in Vietnam to attract the consumers.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022-2026

Objective of the Study:

To analyze historical growth in market size of Vietnam Yogurt Market from 2016 to 2020.

To estimate and forecast the market size of Vietnam Yogurt Market from 2021 to 2026 and growth rate until 2026.

To classify and forecast the of Vietnam Yogurt Market based on type, fat content, form, packaging type, distribution channels, regional distribution.

To define, classify and forecast Vietnam Yogurt Market on the basis of segment (Non-Flavored and Flavored)

To scrutinize the detailed market segmentation and forecast the market size segmenting Vietnam Yogurt Market into three regions namely, Northern Vietnam, Central Vietnam, and Southern Vietnam.

To identify tailwinds and headwinds for Vietnam Yogurt Market.

To get an idea about the consumers' behavior towards brand awareness, sources of information and factors influencing purchase decision.

To examine competitive developments such as expansions, new product launches, supply contracts and mergers and acquisitions in the Vietnam Yogurt Market.

To evaluate competitive pricing, average market selling prices and trends in the Vietnam Yogurt Market.

To strategically profile the leading players, which are involved in the supply of yogurt products in Vietnam.

TechSci Research performed primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of yogurt producers and suppliers in Vietnam. 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 producers that could not be identified due to the limitations of secondary research. TechSci Research analyzed product offerings, end use sector/s, and regional presence of all major yogurt suppliers across the country.

TechSci Research calculated the market size for Vietnam Yogurt Market using a bottom-

up approach, wherein producers' value sales data for different types of yogurt such as (non-flavored and flavored), which was recorded and subsequently forecast for the future years. TechSci Research sourced these values from industry experts and company representatives and externally them validated through analyzing historical sales data of respective manufacturers to arrive at the overall market size. Various secondary sources such as company annual reports, white papers, investor presentations and financial reports were also studied by TechSci Research.

#### Key Target Audience:

Vietnam yogurt producers, suppliers, and other stakeholders

Associations, organizations, associations, and alliances related to dairy industry.

Government bodies such as regulating authorities and policy makers.

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for industry stakeholders such as yogurt producers, distributors, suppliers, and policy makers to understand which market segments should be targeted over the coming years in order to strategize investments and capitalize on growth of the market.

#### Report Scope:

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

##### Vietnam Yogurt Market, By Type:

Non-Flavored

Flavored

##### Vietnam Yogurt Market, By Fat Content:

Regular

Low Fat

Fat Free

Vietnam Yogurt Market, By Form:

Conventional Yogurt

Set Yogurt

Greek Yogurt

Frozen Yogurt

Yogurt Drinks

Others

Vietnam Yogurt Market, By Packaging:

Pouches

Tetra Packs

Plastic Bottles

Others

Vietnam Yogurt Market, By Distribution Channel:

Convenience Stores

Independent Small Grocers

Supermarket/Hypermarket

Online

Vietnam Yogurt Market, By Region:

Northern Vietnam

Central Vietnam

Southern Vietnam

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the Vietnam Yogurt 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:

### Channel Partner Analysis

Detailed list of distributors and dealers across the country.

### Company Information

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

### Product Information

Detailed analysis of new products in the market and their driving forces in the market.

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