

Other Dairy in Vietnam

September 2023

Table of Contents

Other Dairy in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Coffee culture supports dominance of plain condensed milk
Bubble tea shops shape foodservice recovery
Vietnam Dairy Products JSC (Vinamilk) consolidates its dominance of other dairy

PROSPECTS AND OPPORTUNITIES

Condensed milk to continue to shape other dairy, but other categories also offer growth potential
Foodservice to play a key role in new trends in other dairy
Organic products to emerge and condensed milk to drive new product development

CATEGORY DATA

Table 1 - Sales of Other Dairy by Category: Volume 2018-2023
Table 2 - Sales of Other Dairy by Category: Value 2018-2023
Table 3 - Sales of Other Dairy by Category: % Volume Growth 2018-2023
Table 4 - Sales of Other Dairy by Category: % Value Growth 2018-2023
Table 5 - Sales of Cream by Type: % Value 2018-2023
Table 6 - NBO Company Shares of Other Dairy: % Value 2019-2023
Table 7 - LBN Brand Shares of Other Dairy: % Value 2020-2023
Table 8 - Distribution of Other Dairy by Format: % Value 2018-2023
Table 9 - Forecast Sales of Other Dairy by Category: Volume 2023-2028
Table 10 - Forecast Sales of Other Dairy by Category: Value 2023-2028
Table 11 - Forecast Sales of Other Dairy by Category: % Volume Growth 2023-2028
Table 12 - Forecast Sales of Other Dairy by Category: % Value Growth 2023-2028

Dairy Products and Alternatives in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023
Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/other-dairy-in-vietnam/report.