

# Staple Foods in Vietnam

November 2023

Table of Contents

## Staple Foods in Vietnam

### EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

### MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2018-2023

Table 2 - Sales of Staple Foods by Category: Value 2018-2023

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 4 - Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Staple Foods: % Value 2019-2023

Table 6 - LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 7 - Penetration of Private Label by Category: % Value 2018-2023

Table 8 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 9 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 10 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Baked Goods in Vietnam

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continued growth for baked foods, thanks to ongoing recovery of foodservice

Growing demand for healthier and more sustainable choices

Global players dominate the market

#### PROSPECTS AND OPPORTUNITIES

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

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

Manufacturers will focus on expanding distribution beyond urban areas, while investing in year-round promotions

### CATEGORY DATA

Table 13 - Sales of Baked Goods by Category: Volume 2018-2023

Table 14 - Sales of Baked Goods by Category: Value 2018-2023

Table 15 - Sales of Baked Goods by Category: % Volume Growth 2018-2023

Table 16 - Sales of Baked Goods by Category: % Value Growth 2018-2023

Table 17 - Sales of Pastries by Type: % Value 2018-2023

Table 18 - NBO Company Shares of Baked Goods: % Value 2019-2023

Table 19 - LBN Brand Shares of Baked Goods: % Value 2020-2023

Table 20 - Distribution of Baked Goods by Format: % Value 2018-2023

Table 21 - Forecast Sales of Baked Goods by Category: Volume 2023-2028

Table 22 - Forecast Sales of Baked Goods by Category: Value 2023-2028

Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028

## Table 24 - Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

### Breakfast Cereals in Vietnam

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Trend towards busier and consumer lifestyles drives demand for breakfast cereals, but rate of growth fails to match pre-pandemic levels

Muesli and granola benefit from their healthy positioning, as well as influence of social media

Milo joins forces with Waner Bros to strengthen appeal among children

#### PROSPECTS AND OPPORTUNITIES

Demand for breakfast cereals will continue to expand, in line with growing interest in health and nutrition

Increase in marketing activity from leading brands

Scope for expanding distribution outside urban areas

#### CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 26 - Sales of Breakfast Cereals by Category: Value 2018-2023

Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 31 - Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

### Processed Fruit and Vegetables in Vietnam

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Processed fruit and vegetables gain popularity within foodservice

Dole retains lead in underdeveloped category, although government supports further investment in fruit and vegetable processing

Social media plays a key role in boosting sales, amid generally low levels of above-the-line marketing activity

#### PROSPECTS AND OPPORTUNITIES

Improved performance expected, thanks to growing demand for convenience and government investment

Manufacturers have potential to tap into healthy eating trend

Development of modern retail network will help to drive growth

#### CATEGORY DATA

Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023

Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2018-2023

Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023

Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

## Processed Meat, Seafood and Alternatives To Meat in Vietnam

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High rate of inflation has negative impact on consumption

Vissan continues as dominant player

Plant-based meat gains traction

#### PROSPECTS AND OPPORTUNITIES

Traditional dishes will remain a key source of growth

Sustainability and health will be key considerations

Expansion of modern retailing will boost sales of chilled and frozen products

#### CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023

Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023

Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023

Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023

Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023

Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023

Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023

Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023

Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023

Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028

Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

## Rice, Pasta and Noodles in Vietnam

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail prices increase, alongside greater potential for rice exports

Manufacturers adopt a variety of strategic approaches in bid to boost sales

Greater diversity of flavours

#### PROSPECTS AND OPPORTUNITIES

Continued growth expected, as rice transitions away from a commodity product

Healthier lifestyles offer opportunities for manufacturers

Traditional retail channels will remain important

#### CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023

Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

Table 69 - NBO Company Shares of Rice: % Value 2019-2023

Table 70 - LBN Brand Shares of Rice: % Value 2020-2023

Table 71 - NBO Company Shares of Pasta: % Value 2019-2023

Table 72 - LBN Brand Shares of Pasta: % Value 2020-2023

Table 73 - NBO Company Shares of Noodles: % Value 2019-2023

Table 74 - LBN Brand Shares of Noodles: % Value 2020-2023

Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023

Table 76 - Distribution of Rice by Format: % Value 2018-2023

Table 77 - Distribution of Pasta by Format: % Value 2018-2023

Table 78 - Distribution of Noodles by Format: % Value 2018-2023

Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 82 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

## 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/staple-foods-in-vietnam/report](https://www.euromonitor.com/staple-foods-in-vietnam/report).