

Ice Cream in Vietnam

June 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued growth in 2023, but retail volumes see a more muted performance, as inflation takes its toll on household budgets

Trend towards local and exotic flavour experiences

In-store promotions remain a strong theme

PROSPECTS AND OPPORTUNITIES

Rising demand for impulse ice cream, thanks to economy recovery and the revival of tourism, with local brands retaining the competitive edge

Rising freezer penetration in homes and small local grocers will boost growth of take-home and impulse ice cream

Despite the wider availability of healthier products, ice cream will continue to be consumed primarily for indulgence, with local companies continuing to dominate

CATEGORY DATA

Table 1 - Sales of Ice Cream by Category: Volume 2018-2023

Table 2 - Sales of Ice Cream by Category: Value 2018-2023

Table 3 - Sales of Ice Cream by Category: % Volume Growth 2018-2023

Table 4 - Sales of Ice Cream by Category: % Value Growth 2018-2023

Table 5 - Sales of Ice Cream by Leading Flavours: Rankings 2018-2023

Table 6 - Sales of Impulse Ice Cream by Format: % Value 2018-2023

Table 7 - NBO Company Shares of Ice Cream: % Value 2019-2023

Table 8 - LBN Brand Shares of Ice Cream: % Value 2020-2023

Table 9 - NBO Company Shares of Impulse Ice Cream: % Value 2019-2023

Table 10 - LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023

Table 11 - NBO Company Shares of Take-home Ice Cream: % Value 2019-2023

Table 12 - LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023

Table 13 - Distribution of Ice Cream by Format: % Value 2018-2023

Table 14 - Forecast Sales of Ice Cream by Category: Volume 2023-2028

Table 15 - Forecast Sales of Ice Cream by Category: Value 2023-2028

Table 16 - Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028

Table 17 - Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

Snacks in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 18 - Sales of Snacks by Category: Volume 2018-2023

Table 19 - Sales of Snacks by Category: Value 2018-2023

Table 20 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 21 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 22 - NBO Company Shares of Snacks: % Value 2019-2023

Table 23 - LBN Brand Shares of Snacks: % Value 2020-2023

Table 24 - Penetration of Private Label by Category: % Value 2018-2023

Table 25 - Distribution of Snacks by Format: % Value 2018-2023

Table 26 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 27 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 28 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 29 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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