



Euromonitor
International

Sugar Confectionery in Vietnam

August 2026

Table of Contents

Sugar Confectionery in Vietnam - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sugar Confectionery Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Sugar Confectionery

INDUSTRY PERFORMANCE

Sugar Confectionery Records Steady Growth Despite Value Constraints

Gummies, Jellies and Functional Confectionery Attract a Wider Consumer Base

Format Innovation Strengthens Affordability

Chart 2 - Format-Led Innovation

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Value-Led Formats Expected to Sustain Growth in Sugar Confectionery

Gummies, Jellies and Functional Benefits to Reshape Product Demand

Situational Consumption Set to Expand Participation

Chart 6 - Analyst Insight for Sugar Confectionery

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Perfetti Van Melle Leads a Fragmented Competitive Landscape

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Small Local Grocers Remain Dominant Despite the Rise of Modern Trade

Retail E-Commerce Strengthens Consumer Reach

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Health Consciousness and Digital Culture Emerge as Key Innovation Drivers

Functional Formats and Local Flavour Concepts Lead Product Launches

Chart 12 - Mentos - Sugar Free Functional Confectionery

Innovation Opens Selective Premiumisation Pathways and Broadens Penetration

ECONOMIC CONTEXT

Chart 13 - Economic Context for Sugar Confectionery

Chart 14 - Real GDP Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Sugar Confectionery

Chart 17 - Population 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Mondelez Kinh Do Advances Wellness Snacking

Chart 20 - Air-Fried Wellness Crackers

Orion Drives Demand through Value-Focused Innovation

Chart 21 - O'Star Drives Affordable Indulgence

Local Heritage Strengthens Consumer Connection

Chart 22 - Value Sales 2021-2031

Chart 23 - Value Sales by Category 2026

WHAT'S NEXT?

Value Engineering and Wellness-Led Launches Set to Sustain Growth

Savoury Snacks Expected to Retain Scale While Ice Cream Gains Momentum

Intensifying Competition Projected to Raise Pressure

Chart 24 - Analyst Insight for Snacks

Chart 25 - Forecast Value Sales 2021-2031

Chart 26 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Affordable Challengers Gain Ground as Established Players Maintain Leadership

Aice Disrupts through Affordability and Distribution Reach

Chart 27 - Company Shares 2026

Chart 28 - Brand Shares 2026

CHANNELS

Small Local Grocers Remain Dominant Despite Gradual Shift Towards Modern Retail

Meiyijia'S Franchise Model Reshapes the Modern Retail Mix

E-Commerce Drives Awareness but Lags in Transaction Volume

Chart 29 - Retail Channels 2021-2026

PRODUCTS

Functional Ingredients and Value Engineering Lead Product Development

New Flavours and Acquisitions Expand the Innovation Pipeline

Business Dynamics Shift as Competition and Expectations Intensify

ECONOMIC CONTEXT

Chart 30 - Economic Context for Snacks

Chart 31 - Real GDP Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Snacks

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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/sugar-confectionery-in-vietnam/report.