Euromonitor International

Sauces, Dips and Condiments in Vietnam

November 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Urban shoppers demand time-saving solutions, driving sales for convenient options
Dish-specific sauces outpace traditional staples
Convenience and clean-label innovation gain traction
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Manufacturers anticipated to target younger urban households with premium, convenient solutions
Brands expected to adapt portfolios as clean-label and transparency become mandatory
Flexible packaging and modular sizing set to defend both trial and household volume
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Masan Consumer Corp leverages nationwide reach and innovation to defend leadership
Thuận Phát and DH Foods emerge in high-growth niches
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Modern retail gains traction as small local grocers face regulatory headwinds
Masan’s loyalty ecosystem and quick commerce reshape consumer loyalty and trial
E-commerce’s urban focus limits share but supports trial and top-up missions
Chart 1 Retail Channels 2021-2026

PRODUCTS

Consumers move from "from-scratch" cooking to engineered meal solutions
Reformulation technology and clean-label engineering drive product innovation
Packaging design becomes a functionality multiplier

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
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CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

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