Euromonitor International

Consumer Foodservice By Location in Vietnam

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Consumer Foodservice By Location in Vietnam - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Travel and retail locations gain momentum amid tourism recovery and urbanisation

INDUSTRY PERFORMANCE

Tourism recovery boosts travel location performance

Standalone outlets maintain structural dominance despite gradual share decline

Delivery expansion reinforces advantages of accessible standalone and retail locations

WHAT'S NEXT?

Leisure locations present significant long-term growth opportunities

Standalone outlets remain dominant despite structural shifts

Tourism presents both major opportunities and structural risks

Demographic shifts and infrastructure development reshape location strategies

COMPETITIVE LANDSCAPE

Haidilao benefits from strategic positioning in retail locations

Golden Gate strengthens leadership through extensive standalone network

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Consumer Foodservice in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Consumer foodservice benefits from tourism recovery and strong eating-out culture

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Inflationary pressure tempers recovery in 2025

Delivery strengthens its role in fulfilment
Experience and loyalty programmes drive differentiation

WHAT'S NEXT?

Stable growth supported by tourism and structural demand
Cloud kitchens gain momentum as value and convenience converge
Sustainability emerges as a competitive differentiator

COMPETITIVE LANDSCAPE

Golden Gate Trade & Services JSC retains leadership through scale and diversification
Katinat Saigon Kafe JSC stands out as the most dynamic player
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