

Consumer Foodservice in Vietnam

February 2024

Table of Contents

Consumer Foodservice in Vietnam

EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture 2023 key trends Competitive landscape Independent foodservice developments What next for consumer foodservice?

MARKET DATA

Table 1 - Units, Transactions and Value Sales in Consumer Foodservice 2018-2023
Table 2 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023
Table 3 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023
Table 4 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023
Table 5 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023
Table 6 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023
Table 7 - Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023
Table 8 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2018-2023
Table 9 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023
Table 10 - GBN Brand Shares in Chained Consumer Foodservice: Withs/Outlets 2023
Table 11 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023
Table 12 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028
Table 13 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Cafés/Bars in Vietnam

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cafés/bars witness continued growth, thanks to return to busy pre-pandemic lifestyles One-stop shop concept gains favour with Vietnamese consumers. Growing popularity of online delivery

PROSPECTS AND OPPORTUNITIES

Continued healthy growth, with affordable pricing being a key advantage. Digital marketing will remain instrumental in boosting performance Eco-friendly café concept will grow in importance

CATEGORY DATA

- Table 14 Cafés/Bars by Category: Units/Outlets 2018-2023
- Table 15 Sales in Cafés/Bars by Category: Number of Transactions 2018-2023
- Table 16 Sales in Cafés/Bars by Category: Foodservice Value 2018-2023
- Table 17 Cafés/Bars by Category: % Units/Outlets Growth 2018-2023
- Table 18 Sales in Cafés/Bars by Category: % Transaction Growth 2018-2023
- Table 19 Sales in Cafés/Bars by Category: % Foodservice Value Growth 2018-2023
- Table 20 GBO Company Shares in Chained Cafés/Bars: % Foodservice Value 2019-2023
- Table 21 GBN Brand Shares in Chained Cafés/Bars: % Foodservice Value 2020-2023
- Table 22 Forecast Cafés/Bars by Category: Units/Outlets 2023-2028
- Table 23 Forecast Sales in Cafés/Bars by Category: Number of Transactions 2023-2028

Table 24 - Forecast Sales in Cafés/Bars by Category: Foodservice Value 2023-2028
Table 25 - Forecast Cafés/Bars by Category: % Units/Outlets Growth 2023-2028
Table 26 - Forecast Sales in Cafés/Bars by Category: % Transaction Growth 2023-2028
Table 27 - Forecast Sales in Cafés/Bars by Category: % Foodservice Value Growth 2023-2028

Full-Service Restaurants in Vietnam

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued growth, despite ongoing challenges Focus on enhancing the customer experience. Players offering Asian cuisine dominate sales

PROSPECTS AND OPPORTUNITIES

Improved economic conditions will fuel growth Full-service restaurants will see most dynamic performance Continued focus on online delivery

CATEGORY DATA

Table 28 - Full-Service Restaurants by Category: Units/Outlets 2018-2023Table 29 - Sales in Full-Service Restaurants by Category: Number of Transactions 2018-2023Table 30 - Sales in Full-Service Restaurants by Category: Foodservice Value 2018-2023Table 31 - Full-Service Restaurants by Category: % Units/Outlets Growth 2018-2023Table 32 - Sales in Full-Service Restaurants by Category: % Transaction Growth 2018-2023Table 33 - Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2018-2023Table 34 - GBO Company Shares in Chained Full-Service Restaurants: % Foodservice Value 2019-2023Table 35 - GBN Brand Shares in Chained Full-Service Restaurants: % Foodservice Value 2020-2023Table 36 - Forecast Full-Service Restaurants by Category: Units/Outlets 2023-2028Table 37 - Forecast Sales in Full-Service Restaurants by Category: Number of Transactions 2023-2028Table 38 - Forecast Sales in Full-Service Restaurants by Category: Number of Transactions 2023-2028Table 39 - Forecast Sales in Full-Service Restaurants by Category: Foodservice Value 2023-2028Table 39 - Forecast Sales in Full-Service Restaurants by Category: % Units/Outlets Growth 2023-2028Table 39 - Forecast Sales in Full-Service Restaurants by Category: % Transaction Growth 2023-2028Table 40 - Forecast Sales in Full-Service Restaurants by Category: % Transaction Growth 2023-2028Table 41 - Forecast Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2023-2028

Limited-Service Restaurants in Vietnam

KEY DATA FINDINGS

2023 DEVELOPMENTS

Uncertain economy and growing emphasis on healthy lifestyles have negative impact on sales Limited-restaurants located in convenience stores witness fastest rate of growth, while Asian food and fried chicken remain most popular types of cuisine

Increase in collaboration between foodservice operators and soft drinks players

PROSPECTS AND OPPORTUNITIES

Healthy growth expected, in line with improving economic outlook New business concepts will drive growth Online delivery will remain popular

CATEGORY DATA

Table 42 - Limited-Service Restaurants by Category: Units/Outlets 2018-2023

Table 43 - Sales in Limited-Service Restaurants by Category: Number of Transactions 2018-2023

Table 44 - Sales in Limited-Service Restaurants by Category: Foodservice Value 2018-2023

Table 45 - Limited-Service Restaurants by Category: % Units/Outlets Growth 2018-2023
Table 46 - Sales in Limited-Service Restaurants by Category: % Transaction Growth 2018-2023
Table 47 - Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2018-2023
Table 48 - GBO Company Shares in Chained Limited-Service Restaurants: % Foodservice Value 2019-2023
Table 49 - GBN Brand Shares in Chained Limited-Service Restaurants: % Foodservice Value 2020-2023
Table 50 - Forecast Limited-Service Restaurants by Category: Units/Outlets 2023-2028
Table 51 - Forecast Sales in Limited-Service Restaurants by Category: Number of Transactions 2023-2028
Table 52 - Forecast Sales in Limited-Service Restaurants by Category: Foodservice Value 2023-2028
Table 53 - Forecast Limited-Service Restaurants by Category: % Units/Outlets Growth 2023-2028
Table 54 - Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2023-2028
Table 55 - Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2023-2028

Self-Service Cafeterias in Vietnam

2023 DEVELOPMENTS

Street Stalls/Kiosks in Vietnam

KEY DATA FINDINGS

2023 DEVELOPMENTS

Marked slowdown in growth for street stalls/kiosks in 2023 Mixue goes from strength to strength Phuc Long closes kiosks in Winmart/Winmart+ stores in reversal of strategy

PROSPECTS AND OPPORTUNITIES

Improved performance for street stalls/kiosks, assisted by development of night-time economy Move towards better management of street stalls in major cities Continued focus on online delivery

CATEGORY DATA

Table 56 - Street Stalls/Kiosks: Units/Outlets 2018-2023Table 57 - Sales in Street Stalls/Kiosks: Number of Transactions 2018-2023Table 58 - Sales in Street Stalls/Kiosks: Foodservice Value 2018-2023Table 59 - Street Stalls/Kiosks: % Units/Outlets Growth 2018-2023Table 60 - Sales in Street Stalls/Kiosks: % Transaction Growth 2018-2023Table 61 - Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2018-2023Table 62 - GBO Company Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2019-2023Table 63 - GBN Brand Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2020-2023Table 64 - Forecast Street Stalls/Kiosks: Units/Outlets 2023-2028Table 65 - Forecast Sales in Street Stalls/Kiosks: Foodservice Value 2023-2028Table 66 - Forecast Sales in Street Stalls/Kiosks: % Units/Outlets Growth 2023-2028Table 66 - Forecast Sales in Street Stalls/Kiosks: % Units/Outlets Growth 2023-2028Table 67 - Forecast Street Stalls/Kiosks: % Units/Outlets Growth 2023-2028Table 67 - Forecast Sales in Street Stalls/Kiosks: % Transaction Growth 2023-2028Table 68 - Forecast Sales in Street Stalls/Kiosks: % Transaction Growth 2023-2028

Table 69 - Forecast Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2023-2028

Consumer Foodservice By Location in Vietnam

KEY DATA FINDINGS

2023 DEVELOPMENTS

Revival of inbound tourism boosts performance of consumer foodservice through leisure, lodging and travel locations. Retail locations remain a firm favourite, but growth slows compared to previous year Standalone continues to dominate consumer foodservice.

PROSPECTS AND OPPORTUNITIES

Growth in number of retail will contribute to expansion of consumer foodservice. Greater investment in consumer foodservice in retail locations Rural and suburban areas offer much scope for growth

CATEGORY DATA

Table 70 - Consumer Foodservice by Location: Units/Outlets 2018-2023 Table 71 - Sales in Consumer Foodservice by Location: Number of Transactions 2018-2023 Table 72 - Sales in Consumer Foodservice by Location: Foodservice Value 2018-2023 Table 73 - Consumer Foodservice by Location: % Units/Outlets Growth 2018-2023 Table 74 - Sales in Consumer Foodservice by Location: % Transaction Growth 2018-2023 Table 75 - Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2018-2023 Table 76 - Consumer Foodservice through Standalone: Units/Outlets 2018-2023 Table 77 - Sales in Consumer Foodservice through Standalone: Number of Transactions 2018-2023 Table 78 - Sales in Consumer Foodservice through Standalone: Foodservice Value 2018-2023 Table 79 - Consumer Foodservice through Standalone: % Units/Outlets Growth 2018-2023 Table 80 - Sales in Consumer Foodservice through Standalone: % Transaction Growth 2018-2023 Table 81 - Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2018-2023 Table 82 - Consumer Foodservice through Leisure: Units/Outlets 2018-2023 Table 83 - Sales in Consumer Foodservice through Leisure: Number of Transactions 2018-2023 Table 84 - Sales in Consumer Foodservice through Leisure: Foodservice Value 2018-2023 Table 85 - Consumer Foodservice through Leisure: % Units/Outlets Growth 2018-2023 Table 86 - Sales in Consumer Foodservice through Leisure: % Transaction Growth 2018-2023 Table 87 - Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2018-2023 Table 88 - Consumer Foodservice through Retail: Units/Outlets 2018-2023 Table 89 - Sales in Consumer Foodservice through Retail: Number of Transactions 2018-2023 Table 90 - Sales in Consumer Foodservice through Retail: Foodservice Value 2018-2023 Table 91 - Consumer Foodservice through Retail: % Units/Outlets Growth 2018-2023 Table 92 - Sales in Consumer Foodservice through Retail: % Transaction Growth 2018-2023 Table 93 - Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2018-2023 Table 94 - Consumer Foodservice through Lodging: Units/Outlets 2018-2023 Table 95 - Sales in Consumer Foodservice through Lodging: Number of Transactions 2018-2023 Table 96 - Sales in Consumer Foodservice through Lodging: Foodservice Value 2018-2023 Table 97 - Consumer Foodservice through Lodging: % Units/Outlets Growth 2018-2023 Table 98 - Sales in Consumer Foodservice through Lodging: % Transaction Growth 2018-2023 Table 99 - Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2018-2023 Table 100 - Consumer Foodservice through Travel: Units/Outlets 2018-2023 Table 101 - Sales in Consumer Foodservice through Travel: Number of Transactions 2018-2023 Table 102 - Sales in Consumer Foodservice through Travel: Foodservice Value 2018-2023 Table 103 - Consumer Foodservice through Travel: % Units/Outlets Growth 2018-2023 Table 104 - Sales in Consumer Foodservice through Travel: % Transaction Growth 2018-2023 Table 105 - Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2018-2023 Table 106 - Forecast Consumer Foodservice by Location: Units/Outlets 2023-2028 Table 107 - Forecast Sales in Consumer Foodservice by Location: Number of Transactions 2023-2028 Table 108 - Forecast Sales in Consumer Foodservice by Location: Foodservice Value 2023-2028 Table 109 - Forecast Consumer Foodservice by Location: % Units/Outlets Growth 2023-2028 Table 110 - Forecast Sales in Consumer Foodservice by Location: % Transaction Growth 2023-2028 Table 111 - Forecast Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2023-2028 Table 112 - Forecast Consumer Foodservice through Standalone: Units/Outlets 2023-2028 Table 113 - Forecast Sales in Consumer Foodservice through Standalone: Number of Transactions 2023-2028 Table 114 - Forecast Sales in Consumer Foodservice through Standalone: Foodservice Value 2023-2028 Table 115 - Forecast Consumer Foodservice through Standalone: % Units/Outlets Growth 2023-2028

Table 116 - Forecast Sales in Consumer Foodservice through Standalone: % Transaction Growth 2023-2028 Table 117 - Forecast Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2023-2028 Table 118 - Forecast Consumer Foodservice through Leisure: Units/Outlets 2023-2028 Table 119 - Forecast Sales in Consumer Foodservice through Leisure: Number of Transactions 2023-2028 Table 120 - Forecast Sales in Consumer Foodservice through Leisure: Foodservice Value 2023-2028 Table 121 - Forecast Consumer Foodservice through Leisure: % Units/Outlets Growth 2023-2028 Table 122 - Forecast Sales in Consumer Foodservice through Leisure: % Transaction Growth 2023-2028 Table 123 - Forecast Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2023-2028 Table 124 - Forecast Consumer Foodservice through Retail: Units/Outlets 2023-2028 Table 125 - Forecast Sales in Consumer Foodservice through Retail: Number of Transactions 2023-2028 Table 126 - Forecast Sales in Consumer Foodservice through Retail: Foodservice Value 2023-2028 Table 127 - Forecast Consumer Foodservice through Retail: % Units/Outlets Growth 2023-2028 Table 128 - Forecast Sales in Consumer Foodservice through Retail: % Transaction Growth 2023-2028 Table 129 - Forecast Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2023-2028 Table 130 - Forecast Consumer Foodservice through Lodging: Units/Outlets 2023-2028 Table 131 - Forecast Sales in Consumer Foodservice through Lodging: Number of Transactions 2023-2028 Table 132 - Forecast Sales in Consumer Foodservice through Lodging: Foodservice Value 2023-2028 Table 133 - Forecast Consumer Foodservice through Lodging: % Units/Outlets Growth 2023-2028 Table 134 - Forecast Sales in Consumer Foodservice through Lodging: % Transaction Growth 2023-2028 Table 135 - Forecast Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2023-2028 Table 136 - Forecast Consumer Foodservice through Travel: Units/Outlets 2023-2028 Table 137 - Forecast Sales in Consumer Foodservice through Travel: Number of Transactions 2023-2028 Table 138 - Forecast Sales in Consumer Foodservice through Travel: Foodservice Value 2023-2028 Table 139 - Forecast Consumer Foodservice through Travel: % Units/Outlets Growth 2023-2028 Table 140 - Forecast Sales in Consumer Foodservice through Travel: % Transaction Growth 2023-2028 Table 141 - Forecast Sales in Consumer Foodservice through Travel: % Foodservice 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/consumer-foodservice-in-vietnam/report.