

# Processed Fruit and Vegetables in Vietnam

November 2023

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## Processed Fruit and Vegetables in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Processed fruit and vegetables gain popularity within foodservice

Dole retains lead in underdeveloped category, although government supports further investment in fruit and vegetable processing

Social media plays a key role in boosting sales, amid generally low levels of above-the-line marketing activity

#### PROSPECTS AND OPPORTUNITIES

Improved performance expected, thanks to growing demand for convenience and government investment

Manufacturers have potential to tap into healthy eating trend

Development of modern retail network will help to drive growth

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