Euromonitor International

Rice, Pasta and Noodles in Vietnam

December 2025

Table of Contents

Rice, Pasta and Noodles in Vietnam - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Everyday staples underpin growth as branded rice gains traction

INDUSTRY PERFORMANCE

Rice sees stable demand thanks to daily consumption

Consumers increasingly opt for branded rice variants

WHAT'S NEXT?

Shift from unbranded to branded products for higher safety and quality assurance

Premiumisation trend set to accelerate

Sustainability-focused products and initiatives will expand with support from both government and manufacturers

COMPETITIVE LANDSCAPE

Major players in instant noodles lead overall category

Masan enjoys robust rises in 2025

CHANNELS

Small local grocers leads retail distribution for rice, pasta and noodles in Vietnam

E-commerce benefits from greater engagement through social commerce

CATEGORY DATA

Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025

Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025

Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025

Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025

Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025

Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025

Table 8 - NBO Company Shares of Rice: % Value 2021-2025

Table 9 - LBN Brand Shares of Rice: % Value 2022-2025

Table 10 - NBO Company Shares of Pasta: % Value 2021-2025

Table 11 - LBN Brand Shares of Pasta: % Value 2022-2025

Table 12 - NBO Company Shares of Noodles: % Value 2021-2025

Table 13 - LBN Brand Shares of Noodles: % Value 2022-2025

Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025

Table 15 - Distribution of Rice by Format: % Value 2020-2025

Table 16 - Distribution of Pasta by Format: % Value 2020-2025

Table 17 - Distribution of Noodles by Format: % Value 2020-2025

Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030

Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030

Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030

Table 21 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Staple Foods in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Essentials remain resilient amid cost pressures and health-led upgrades

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Essential nature of staple foods ensure stable demand in 2025
Affordability remains key concern for local consumers
Sustainability trend slowly gains ground in 2025

WHAT'S NEXT?

Forecast period will see continued demand for staple foods
Food safety to see stricter controls in forecast period
Stakeholders increase focus on sustainable development

COMPETITIVE LANDSCAPE

Acecook leads, focusing on expansion and sustainability
Masan benefits from broad portfolio, while South Korean players gain greater visibility in Vietnam

CHANNELS

Shoppers still prefer to frequent local neighbourhood stores
E-commerce and modern grocery channel steal share from small local grocers

MARKET DATA

Table 22 - Sales of Staple Foods by Category: Volume 2020-2025
Table 23 - Sales of Staple Foods by Category: Value 2020-2025
Table 24 - Sales of Staple Foods by Category: % Volume Growth 2020-2025
Table 25 - Sales of Staple Foods by Category: % Value Growth 2020-2025
Table 26 - NBO Company Shares of Staple Foods: % Value 2021-2025
Table 27 - LBN Brand Shares of Staple Foods: % Value 2022-2025
Table 28 - Penetration of Private Label by Category: % Value 2020-2025
Table 29 - Distribution of Staple Foods by Format: % Value 2020-2025
Table 30 - Forecast Sales of Staple Foods by Category: Volume 2025-2030
Table 31 - Forecast Sales of Staple Foods by Category: Value 2025-2030
Table 32 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030
Table 33 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/rice-pasta-and-noodles-in-vietnam/report.