Euromonitor International

Limited-Service Restaurants in Vietnam

March 2026

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Limited-Service Restaurants in Vietnam - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience and chicken-focused menus support steady category growth

INDUSTRY PERFORMANCE

Popular chicken formats and network expansion sustain value growth
Convenience stores drive dynamic growth within the category
Delivery strengthens its contribution to limited-service restaurant sales

WHAT'S NEXT?

Stable demand and expansion into smaller cities support forecast growth
Delivery will remain central to fulfilment strategies
Menu innovation will remain essential for long-term competitiveness

COMPETITIVE LANDSCAPE

Jollibee Vietnam strengthens leadership through expansion and branding
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Chained operators dominate through scale and franchising

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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
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