

Meat in Vietnam

December 2023

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Meat in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation and economic slowdown affect consumers' behaviour and the growth of meat Rising health consciousness and fitness trend boost the growth of beef and chicken

PROSPECTS AND OPPORTUNITIES

Meat is expected to show healthier growth due to economic improvement and the recovery of tourism Frozen meat is expected to increase gradually over the forecast period.

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