Euromonitor International

Snacks in Vietnam

August 2026

Table of Contents

Snacks in Vietnam

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Mondelez Kinh Do Advances Wellness Snacking
Chart 2 - Air-Fried Wellness Crackers
Orion Drives Demand through Value-Focused Innovation
Chart 3 - O'Star Drives Affordable Indulgence
Local Heritage Strengthens Consumer Connection
Chart 4 - Value Sales 2021-2031
Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Value Engineering and Wellness-Led Launches Set to Sustain Growth
Savoury Snacks Expected to Retain Scale While Ice Cream Gains Momentum
Intensifying Competition Projected to Raise Pressure
Chart 6 - Analyst Insight for Snacks
Chart 7 - Forecast Value Sales 2021-2031
Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Affordable Challengers Gain Ground as Established Players Maintain Leadership
Aice Disrupts through Affordability and Distribution Reach
Chart 9 - Company Shares 2026
Chart 10 - Brand Shares 2026

CHANNELS

Small Local Grocers Remain Dominant Despite Gradual Shift Towards Modern Retail
Meiyijia'S Franchise Model Reshapes the Modern Retail Mix
E-Commerce Drives Awareness but Lags in Transaction Volume
Chart 11 - Retail Channels 2021-2026

PRODUCTS

Functional Ingredients and Value Engineering Lead Product Development
New Flavours and Acquisitions Expand the Innovation Pipeline
Business Dynamics Shift as Competition and Expectations Intensify

ECONOMIC CONTEXT

Chart 12 - Economic Context for Snacks
Chart 13 - Real GDP Growth 2021-2031
Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Snacks
Chart 16 - Population 2021-2031
Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Chocolate Confectionery in Vietnam

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Chocolate Confectionery

INDUSTRY PERFORMANCE

Chocolate Confectionery Benefits From Expanding Consumption Occasions
Affordability Remains Central to Chocolate Confectionery Growth
Chart 19 - H?i Hà Kotobuki's Affordable Chocolate
Local Flavours Strengthen Cultural Relevance and Product Differentiation
Chart 20 - Maison Marou Localises Chocolate
Chart 21 - Value Sales 2021-2031
Chart 22 - Volume Sales 2021-2031
Chart 23 - Value Sales by Category 2026

WHAT'S NEXT?

Affordability Set to Anchor Volume While Premium Formats Drive Value
Local Cocoa Provenance Expected to Support Premium Positioning
Occasion-Driven Consumption to Create New Growth Opportunities
Chart 24 - Analyst Insight for Chocolate Confectionery
Chart 25 - Forecast Value Sales 2021-2031
Chart 26 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nestlé and Mars Maintain Leadership Amid Limited Share Movement
Premium Brands Create Opportunities beyond the Mainstream
Chart 27 - Company Shares 2026
Chart 28 - Brand Shares 2026

CHANNELS

Supermarkets and Hypermarkets Anchor Mainstream Chocolate Sales
Café-Retail Hybrids and Tourist Locations Support Premium Local Chocolate
E-Commerce Expands Gradually but Remains Supplementary
Chart 29 - Retail Channels 2021-2026

PRODUCTS

Health-Conscious Formulation and Sustainable Sourcing Drive New Product Development
Seasonal Gift Collections, Dark Chocolate Launches and Format Expansion Mark Recent Innovation
Product Innovation Strengthens Margin Structure and Extends Competitive Differentiation

ECONOMIC CONTEXT

Chart 30 - Economic Context for Chocolate Confectionery
Chart 31 - Real GDP Growth 2021-2031
Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Chocolate Confectionery
Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Gum in Vietnam

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Gum Summary

INDUSTRY PERFORMANCE

Gum Benefits From the Shift Towards Health-Oriented Chewing
Chart 36 - Lotte Xylitol Gum
Innovation Expands Consumption Occasions
Rising Incomes Create Opportunities for Further Premium Development
Chart 37 - Value Sales 2021-2031
Chart 38 - Volume Sales 2021-2031
Chart 39 - Value Sales by Category 2026

WHAT'S NEXT?

Gamification and Oral Care Claims Expected to Support Demand
Energy and Performance Benefits Set to Create New Consumption Occasions
Chewing Gum to Strengthen Its Leadership as Consumers Trade up
Chart 40 - Forecast Value Sales 2021-2031
Chart 41 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Wrigley Leverages Sugar-Free Innovation and Distribution to Defend Share
Chart 42 - Company Shares 2026
Chart 43 - Brand Shares 2026

CHANNELS

Small Local Grocers Sustain Offline Dominance While Online Retail Remains Niche
Chart 44 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 45 - Economic Context for Gum
Chart 46 - Real GDP Growth 2021-2031
Chart 47 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 48 - Consumer Context for Gum
Chart 49 - Population 2021-2031
Chart 50 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Sugar Confectionery in Vietnam

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sugar Confectionery Summary

KEY INDUSTRY TRENDS

Chart 51 - Key Industry Trends for Sugar Confectionery

INDUSTRY PERFORMANCE

Sugar Confectionery Records Steady Growth Despite Value Constraints
Gummies, Jellies and Functional Confectionery Attract a Wider Consumer Base
Format Innovation Strengthens Affordability
Chart 52 - Format-Led Innovation
Chart 53 - Value Sales 2021-2031
Chart 54 - Volume Sales 2021-2031
Chart 55 - Value Sales by Category 2026

WHAT'S NEXT?

Value-Led Formats Expected to Sustain Growth in Sugar Confectionery
Gummies, Jellies and Functional Benefits to Reshape Product Demand
Situational Consumption Set to Expand Participation
Chart 56 - Analyst Insight for Sugar Confectionery
Chart 57 - Forecast Value Sales 2021-2031
Chart 58 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Perfetti Van Melle Leads a Fragmented Competitive Landscape
Chart 59 - Company Shares 2026
Chart 60 - Brand Shares 2026

CHANNELS

Small Local Grocers Remain Dominant Despite the Rise of Modern Trade
Retail E-Commerce Strengthens Consumer Reach
Chart 61 - Retail Channels 2021-2026

PRODUCTS

Health Consciousness and Digital Culture Emerge as Key Innovation Drivers
Functional Formats and Local Flavour Concepts Lead Product Launches
Chart 62 - Mentos - Sugar Free Functional Confectionery
Innovation Opens Selective Premiumisation Pathways and Broadens Penetration

ECONOMIC CONTEXT

Chart 63 - Economic Context for Sugar Confectionery
Chart 64 - Real GDP Growth 2021-2031
Chart 65 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 66 - Consumer Context for Sugar Confectionery
Chart 67 - Population 2021-2031
Chart 68 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Ice Cream in Vietnam

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Ice Cream Summary

KEY INDUSTRY TRENDS

Chart 69 - Key Industry Trends for Ice Cream

INDUSTRY PERFORMANCE

Ice Cream Delivers Strong Growth in 2026
Affordability Supports Volume Resilience
Chart 70 - Aice Builds Ultra-Affordable Franchise
Accessible Indulgence Elevates Consumer Expectations
Chart 71 - Value Sales 2021-2031
Chart 72 - Volume Sales 2021-2031
Chart 73 - Value Sales by Category 2026

WHAT'S NEXT?

Affordability Expected to Shape Industry Expansion
Consolidation Set to Strengthen Competitive Capabilities
Impulse Ice Cream Poised to Remain the Main Engine of Growth
Chart 74 - Analyst Insight for Ice Cream
Chart 75 - Forecast Value Sales 2021-2031
Chart 76 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nutifood Strengthens Leadership through Consolidation
Leading Players Intensify Investment and Execution
Trang Tien and Vinamilk Broaden Appeal through Innovation
Chart 77 - Company Shares 2026
Chart 78 - Brand Shares 2026

CHANNELS

Small Local Grocers Dominate Retail Offline Distribution
Branded Retail Concepts Create New Consumption Occasions
Retail E-Commerce Remains Constrained by Cold-Chain Limitations
Chart 79 - Retail Channels 2021-2026

PRODUCTS

Occasion Fragmentation and Ingredient Legibility Redefine the Innovation Agenda
Recent Launches Demonstrate Three Distinct Routes to Product Differentiation
Chart 80 - Celano Redefines Accessible Indulgence
Innovation Is Reshaping Investment Priorities and Raising Barriers to Competition

ECONOMIC CONTEXT

Chart 81 - Economic Context for Ice Cream
Chart 82 - Real GDP Growth 2021-2031
Chart 83 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 84 - Consumer Context for Ice Cream
Chart 85 - Population 2021-2031
Chart 86 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Savoury Snacks in Vietnam

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 87 - Key Industry Trends for Savoury Snacks

INDUSTRY PERFORMANCE

Savoury Snacks Benefits From Evolving Consumer Demand
Affordability Encourages Value-Led Innovation
Chart 88 - O'Star Drives Affordable Indulgence
Local Heritage Strengthens Brand Differentiation
Chart 89 - Poca Localizes Rice Crackers
Chart 90 - Value Sales 2021-2031
Chart 91 - Volume Sales 2021-2031
Chart 92 - Value Sales by Category 2026

WHAT'S NEXT?

Growth Outlook to Be Supported by Innovation and Localisation
Foreign Competition Expected to Reshape Dynamics
Rising Incomes Set to Increase Demand for Quality and Authenticity
Chart 93 - Analyst Insight for Savoury Snacks
Chart 94 - Forecast Value Sales 2021-2031
Chart 95 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Players Strengthen Positions through Innovation, Value and Distribution
Chart 96 - Company Shares 2026
Chart 97 - Brand Shares 2026

CHANNELS

Small Local Grocers Remain the Primary Channel for Everyday Snacking
Retail E-Commerce Gains Traction through Planned Purchasing Missions
Omnichannel Innovation Shapes Future Retail Competition
Chart 98 - Retail Channels 2021-2026

PRODUCTS

Competitive Pressure and Wellness Aspirations Drive Innovation Priorities
Cream-Filled Rice Crackers and Fortified Herb Snacks Define the Latest Launch Activity
Chart 99 - Cream Filled Rice Crackers
Innovation Reshapes Mid-Tier Dynamics and Raises the Stakes for Brand Relevance

ECONOMIC CONTEXT

Chart 100 - Economic Context for Savoury Snacks
Chart 101 - Real GDP Growth 2021-2031
Chart 102 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 103 - Consumer Context for Savoury Snacks
Chart 104 - Population 2021-2031
Chart 105 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Sweet Biscuits, Snack Bars and Fruit Snacks in Vietnam

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

KEY INDUSTRY TRENDS

Chart 106 - Key Industry Trends for Sweet Biscuits, Snack Bars and Fruit Snacks

INDUSTRY PERFORMANCE

Sweet Biscuits Remain Dominant While Snack Bars and Fruit Snacks Drive Expansion
Brands Balance Affordability with Consumer Trust
Chart 107 - H?u Ngh?'s Affordable Biscuit Packs
Familiar Flavours Support Premiumisation
Chart 108 - Bibica’S Goody Premium Range
Chart 109 - Value Sales 2021-2031
Chart 110 - Volume Sales 2021-2031
Chart 111 - Value Sales by Category 2026

WHAT'S NEXT?

H?u Ngh? Expected to Leverage Affordability and Distribution to Sustain Growth
Bibica Set to Use Trust and Premiumisation to Attract Mid-Tier Consumers
Functional Snack Bars Poised to Benefit From Health and Wellness Priorities
Chart 112 - Analyst Insight for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 113 - Forecast Value Sales 2021-2031
Chart 114 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Brand Strength and Product Development Support Stable Leadership
Sma's Acquisition of Bibica Signals a Shift in the Competitive Landscape
Chart 115 - Company Shares 2026
Chart 116 - Brand Shares 2026

CHANNELS

Small Local Grocers Remain Dominant Despite Growing Trust in Modern Retail
Meiyijia’S Franchise Model Accelerates Convenience Retail Development
Chart 117 - Retail Channels 2021-2026

PRODUCTS

Functional Claims and Format Innovation Shape Product Development
Recent Launches Illustrate the Breadth of Innovation Activity
Innovation Reshapes Competitive Dynamics and Opens New Growth Avenues

ECONOMIC CONTEXT

Chart 118 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 119 - Real GDP Growth 2021-2031
Chart 120 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 121 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 122 - Population 2021-2031
Chart 123 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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/snacks-in-vietnam/report.