

Snacks in Vietnam

June 2023

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Chocolate Confectionery in Vietnam

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures limit growth in 2023. Consumers make more health-conscious choices Supermarkets continue to account for the bulk of chocolate confectionery distribution, while the share accounted for by e-commerce begins to stabilise

PROSPECTS AND OPPORTUNITIES

Steady growth expected, in line with economic recovery

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Lotte strengthens its competitiveness through continuous advertising and health-focused message, while plastic jars rise in popularity as a packaging format

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Sugar Confectionery in Vietnam

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

Rising demand for impulse ice cream, thanks to economy recovery and the revival of tourism, with local brands retaining the competitive edge Rising freezer penetration in homes and small local grocers will boost growth of take-home and impulse ice cream Despite the wider availability of healthier products, ice cream will continue to be consumed primarily for indulgence, with local companies continuing to dominate

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Savoury Snacks in Vietnam

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New product lines help to attract customers in fragmented market

Small local grocers continue to dominate sales, while e-commerce becomes less important

PROSPECTS AND OPPORTUNITIES

Economic recovery will boost growth, but health concerns will present challenges as well as opportunities Adult consumers will remain key target audience, with unique flavours being key to capturing their attention International players will continue to dominate sales,

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Sweet Biscuits, Snack Bars and Fruit Snacks in Vietnam

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