Euromonitor International

Meals and Soups in Vietnam

November 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Manufacturers capture urban demand with chilled ready meals
Ready meals remains the largest, shaped by convenience
Premium freeze-drying drives innovation in frozen soups
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Chart 3 Value Sales by Category 2026

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Convenience chains anticipated to expand chilled meals access, driving sustained growth
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Small local grocers anchor share as convenience stores gains share
Kido Group and convenience chains accelerate hybrid retail innovation
E-commerce platforms capture bulk and premium pantry demand
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Freeze-drying becomes a platform for premium instant soups
Functional ingredients reformulate heritage staples

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