



Meals and Soups Packaging in Vietnam

September 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Instant-noodle demand drives broad-based growth, as premiumisation lifts cups, trays and cans

INDUSTRY PERFORMANCE

Convenience demand lifts a flexible-led category

Acecook and Masan drive instant-meal innovation

Metal and rigid formats gain on ready-to-eat occasions

WHAT'S NEXT?

The three main formats lead balanced growth

Premiumisation and out-of-home demand reshape formats

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/meals-and-soups-packaging-in-vietnam/report.