

# Other Dairy in Vietnam

September 2022

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## Other Dairy in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Foodservice is recovering well in 2022 while the popularity of condensed milk ensures retail sales remain stable

Vinamilk maintains the biggest players in condensed milk

Cream sees a stronger performance in 2022 thanks to the recovery of the foodservice channel

#### PROSPECTS AND OPPORTUNITIES

Condensed milk should continue to benefit from strong coffee drinking culture

Foodservice likely to retain a key role in the sale and promotion of other dairy

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