



Euromonitor
International

Baked Goods in Vietnam

December 2025

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Baked Goods in Vietnam - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience and gifting keep baked goods demand steady

INDUSTRY PERFORMANCE

Cultural lifestyle and product accessibility support stable demand in 2025

Bread drives overall growth, while prices remain favourable

WHAT'S NEXT?

Cultural gifting trend will continue to support stable demand

Better-for-you variants set to expand over forecast period

Manufacturers to invest more in sustainability efforts

COMPETITIVE LANDSCAPE

Global companies lead through product innovation and investment in local manufacturing facilities

Orion Food benefits from strong investment in marketing and engagement

CHANNELS

Small local grocers continues to lead distribution despite regulatory pressure

E-commerce rises though comes under stricter regulations

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EXECUTIVE SUMMARY

Essentials remain resilient amid cost pressures and health-led upgrades

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INDUSTRY PERFORMANCE

Essential nature of staple foods ensure stable demand in 2025

Affordability remains key concern for local consumers

Sustainability trend slowly gains ground in 2025

WHAT'S NEXT?

Forecast period will see continued demand for staple foods

Food safety to see stricter controls in forecast period

Stakeholders increase focus on sustainable development

COMPETITIVE LANDSCAPE

Acecook leads, focusing on expansion and sustainability

Masan benefits from broad portfolio, while South Korean players gain greater visibility in Vietnam

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