



**Euromonitor  
International**

# Baked Goods in Vietnam

December 2025

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## Baked Goods in Vietnam - Category analysis

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#### 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

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## Staple Foods in Vietnam - Industry Overview

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Essentials remain resilient amid cost pressures and health-led upgrades

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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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baked-goods-in-vietnam/report](http://www.euromonitor.com/baked-goods-in-vietnam/report).