



Chocolate Confectionery in Vietnam

June 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Rising cacao prices impact chocolate confectionery’s progress in 2025
- Players invest in local flavours and creative packaging
- Omnichannel strategies become more prevalent

PROSPECTS AND OPPORTUNITIES

- Progress depends on cacao prices and broader economic recovery
- Focus on local production aims to attract tourists as private label continues to appeal to cost-conscious consumers
- Product and packaging innovation informed by health and lifestyle trends
- Summary 1 - Other Chocolate Confectionery by Product Type: 2025

CATEGORY DATA

- Table 1 - Sales of Chocolate Confectionery by Category: Volume 2020-2025
- Table 2 - Sales of Chocolate Confectionery by Category: Value 2020-2025
- Table 3 - Sales of Chocolate Confectionery by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Chocolate Confectionery by Category: % Value Growth 2020-2025
- Table 5 - Sales of Chocolate Tablets by Type: % Value 2020-2025
- Table 6 - NBO Company Shares of Chocolate Confectionery: % Value 2021-2025
- Table 7 - LBN Brand Shares of Chocolate Confectionery: % Value 2022-2025
- Table 8 - Distribution of Chocolate Confectionery by Format: % Value 2020-2025
- Table 9 - Forecast Sales of Chocolate Confectionery by Category: Volume 2025-2030
- Table 10 - Forecast Sales of Chocolate Confectionery by Category: Value 2025-2030
- Table 11 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2025-2030
- Table 12 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2025-2030

EXECUTIVE SUMMARY

- Snacks in 2025: The big picture
- Key trends in 2025
- Competitive Landscape
- Channel developments
- What next for snacks?

MARKET DATA

- Table 13 - Sales of Snacks by Category: Volume 2020-2025
- Table 14 - Sales of Snacks by Category: Value 2020-2025
- Table 15 - Sales of Snacks by Category: % Volume Growth 2020-2025
- Table 16 - Sales of Snacks by Category: % Value Growth 2020-2025
- Table 17 - NBO Company Shares of Snacks: % Value 2021-2025
- Table 18 - LBN Brand Shares of Snacks: % Value 2022-2025
- Table 19 - Penetration of Private Label by Category: % Value 2020-2025
- Table 20 - Distribution of Snacks by Format: % Value 2020-2025
- Table 21 - Forecast Sales of Snacks by Category: Volume 2025-2030
- Table 22 - Forecast Sales of Snacks by Category: Value 2025-2030
- Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030
- Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

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SOURCES

Summary 2 - Research Sources

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