



Euromonitor
International

Sauces, Dips and Condiments in Vietnam

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2025 DEVELOPMENTS

Innovation, growth and evolving distribution channels

INDUSTRY PERFORMANCE

Affordability and convenience drive solid growth in sauces, dips and condiments

Convenience and health drive dynamism for dry recipe sauces and pickled products

WHAT'S NEXT?

Innovation and convenience will drive growth for sauces, dips and condiments

Specific health benefits to shape the future of sauces, dips and condiments

Government oversight and need to maintain consumer trust will drive enhanced food safety

COMPETITIVE LANDSCAPE

Innovation and portfolio strength help extend Masan Consumer Corp's leadership

Strategic expansion fuels Nam Duong's ascent in sauces, dips and condiments

CHANNELS

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Retail e-commerce has a small share but a big impact on distribution

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Cooking Ingredients and Meals in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Tradition meets innovation, with safety paramount

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Sustained growth driven by tradition

Health innovations and VAT reduction drive sales

Food safety and informed choices drive consumer behaviour

WHAT'S NEXT?

Dynamic growth to be driven by convenience, health, and local specialities

Stricter regulations and industry compliance to drive consumer confidence
Healthy living will be a catalyst for innovation in cooking ingredients and meals

COMPETITIVE LANDSCAPE

Strategic expansion and robust distribution extend Calofic's leading position
Tho Phat leverages Kido's network for enhanced reach
Masan Consumer Corp's growth fuelled by innovation and strong brand portfolio
Regional specialities and local brands gain traction

CHANNELS

Small local grocers remains key to distribution despite pressures
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