



# Breakfast Cereals in Vietnam

December 2025

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## Breakfast Cereals in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Urban health routines lift breakfast cereals

#### INDUSTRY PERFORMANCE

Demand expands from low base and cross-category interest

Healthy perception of oats supports growth in hot cereals

#### WHAT'S NEXT?

Rising health awareness to push growth in breakfast cereals

Muesli and granola benefits from health positioning of nuts

Imported products intensify competition

#### COMPETITIVE LANDSCAPE

Global companies lead thanks to long-standing history and global brand reputation

Iconic status of Kellogg's brand ensures robust rises for Kellanova

#### CHANNELS

Supermarkets leads distribution through convenience, broad array and access to imported products

E-commerce under heightened government scrutiny, but still posts rapid growth in 2025

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## Staple Foods in Vietnam - Industry Overview

### EXECUTIVE SUMMARY

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

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

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