



Breakfast Cereals in Vietnam

December 2025

Table of Contents

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

CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 2 - Sales of Breakfast Cereals by Category: Value 2020-2025

Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025

Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025

Table 7 - Distribution of Breakfast Cereals by Format: % Value 2020-2025

Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030

Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030

Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Staple Foods in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Essentials remain resilient amid cost pressures and health-led upgrades

KEY DATA FINDINGS

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

CHANNELS

Shoppers still prefer to frequent local neighbourhood stores

E-commerce and modern grocery channel steal share from small local grocers

MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2020-2025

Table 13 - Sales of Staple Foods by Category: Value 2020-2025

Table 14 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 15 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 17 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 20 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 21 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/breakfast-cereals-in-vietnam/report.