



Euromonitor
International

Sugar and Sweeteners in Vietnam

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Sugar and Sweeteners in Vietnam - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers seek out lower-priced options

INDUSTRY PERFORMANCE

Growth for sugar, which remains a staple ingredient in the Vietnamese diet

Consumption of sugar remains stable despite downturn in economy

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[Fresh Food in Vietnam - Industry Overview](#)

EXECUTIVE SUMMARY

Wide availability of affordable fresh food supports growth

KEY DATA FINDINGS

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Growth for fresh food in 2025 despite challenging economic climate

Local consumers retain a high level of confidence in fresh food over processed

Branded meat sees cautious acceptance

WHAT'S NEXT?

Positive outlook for Vietnamese fresh food in the years ahead

Regulations set to support improvements in the quality of fresh food

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