



Sweet Spreads in Vietnam

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Dynamism in sweet spreads, impacted by health, local brands, and digital shifts

INDUSTRY PERFORMANCE

Sweet spreads sees strong growth, driven by expanding distribution

Honey leads growth in sweet spreads, driven by health perceptions and local supply

WHAT'S NEXT?

Sweet spreads poised for strong growth, driven by accessibility and convenience

Sweet spreads to increasingly embrace health, with reduced sugar and natural ingredients

Abundant fruit supply to fuel growth of local jams and preserves brands

COMPETITIVE LANDSCAPE

Golden Farm leads sweet spreads through extensive reach and competitive pricing

Honey's surge in sales and Golden Farm's strength shape sweet spreads in Vietnam

CHANNELS

Small local grocers is dominant yet vulnerable in sweet spreads

Retail e-commerce leads growth in sweet spreads amidst regulatory scrutiny

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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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

Dynamic growth for retail e-commerce, but increased regulatory scrutiny

Strategic distribution can fuel expansion through proximity and penetration

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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