



Euromonitor
International

Vegetables in Vietnam

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Vegetables in Vietnam - Category analysis

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2025 DEVELOPMENTS

Consumers seeking healthy natural diets, benefiting vegetables

INDUSTRY PERFORMANCE

Vegetables remain a core element of Vietnamese diets

Wet markets remain the key channel for vegetables

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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

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