



Euromonitor
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Cooking Ingredients and Meals in Vietnam

November 2025

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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

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INDUSTRY PERFORMANCE

Counterfeit crackdown fuels growth for genuine brands, while consumer demand evolves
Soy oil leads growth in edible oils due to healthy profile

WHAT'S NEXT?

Affordability and wellness set to drive robust growth for edible oils
Premium and functional products set to drive health innovation in edible oils
Online channels set to reshape edible oils retailing in Vietnam

COMPETITIVE LANDSCAPE

Calofic Corp dominates edible oils with strong brand portfolio and vertical integration
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[Meals and Soups in Vietnam](#)

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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COMPETITIVE LANDSCAPE

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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Sweet Spreads in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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

WHAT'S NEXT?

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

COMPETITIVE LANDSCAPE

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