



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Vietnam

December 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Plant-forward options and format innovation support value growth

INDUSTRY PERFORMANCE

Local players see dynamic performance thanks to local knowledge

Tofu and derivatives drive overall category growth

WHAT'S NEXT?

Growth set to continue as producers innovate, consumers get busier and infrastructure improves

Tighter controls over food safety

Sustainability concerns accelerate, shaping future development

COMPETITIVE LANDSCAPE

Long-standing brands continue to lead though face rising competition

Masan expands into category, boosting dynamism and intensifying competition

CHANNELS

Small local grocers continues to dominate distribution, while e-commerce rises rapidly

E-commerce benefits from broader offer on third-party platforms

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

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Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

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Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

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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

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Table 17 - Sales of Staple Foods by Category: % Volume Growth 2020-2025
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SOURCES

Summary 1 - Research Sources

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