



Staple Foods in Vietnam

December 2024

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DISCLAIMER

SOURCES

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2024 DEVELOPMENTS

- Baked goods maintains total volume growth in 2024; leading brands target price-sensitive consumers
- Leading companies maintain their positions, and brands are active with product launches
- International brands remain key within baked goods

PROSPECTS AND OPPORTUNITIES

- Overall baked goods expected to maintain total volume growth in the forecast period
- Sustainable practices and deepening involvement with local communities drives favourable brand reputation
- Gifting occasions may emerge as a segment to tap into, especially during festive seasons

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- Potential for incumbents and new players to tap into a developing category
- Consumption of breakfast cereals expands through marketing promotions and partnerships

PROSPECTS AND OPPORTUNITIES

- Growth in muesli and granola expected to be driven by wellness trends over the forecast period
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Processed Fruit and Vegetables in Vietnam

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- Del Monte Asia continues to lead in 2024, with other top brands also from international companies
- Frozen processed potatoes, despite being small, experiences strong growth, driven by foodservice

PROSPECTS AND OPPORTUNITIES

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Processed Meat, Seafood and Alternatives To Meat in Vietnam

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Moderate growth driven by tofu and frozen processed seafood, while shelf stable meat and seafood stagnate amidst evolving consumer preferences

Processed meat and seafood in Vietnam is expanding through multi-channel distribution

Processed meat continues to be led by established leaders such as Vissan and CP Vietnam, focusing on tradition and sustainability

PROSPECTS AND OPPORTUNITIES

Sustainability trend to become more prominent in processed meat, seafood and alternatives to meat

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Rice, Pasta and Noodles in Vietnam

KEY DATA FINDINGS

2024 DEVELOPMENTS

Polarisation trend within instant noodles in 2024

Instant noodles is a crowded landscape, with the presence of a number of local and international companies

Packaged rice gains popularity, although remains a niche

PROSPECTS AND OPPORTUNITIES

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Innovation set to drive growth in the competitive instant noodles category, with diverse offerings

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