



**Euromonitor
International**

Meals and Soups in Vietnam

November 2025

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Meals and Soups in Vietnam - Category analysis

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2025 DEVELOPMENTS

Convenience, health, and digitalisation drive growth in meals and soups

INDUSTRY PERFORMANCE

Demand for convenience drives robust growth in meals and soups

Convenience and quality drive the rise of frozen ready meals in Vietnam

WHAT'S NEXT?

Convenience and innovation set to drive robust growth in meals and soups

Frozen ready meals will be a healthy and convenient choice for consumers

Doorstep delivery and supermarket expansion to reshape meals and soups

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Asia Foods Corp faces modern rivals and navigates shifting consumer tastes

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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
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