



Euromonitor
International

Meals and Soups Packaging in Vietnam

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Increase in meals and soups packaging volumes driven by the convenience of these products

Affordability, convenience and adaptability define pack types for meals

Acecook's Hao Hao BIG redefines convenience with larger bowl format

PROSPECTS AND OPPORTUNITIES

Strong growth expected for ready meals packaging driven by rising consumer demand for convenience

Flexible plastic will continue to dominate thanks to its cost efficiency and light weight

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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