

# **Baked Goods in Vietnam**

December 2024

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#### Baked Goods in Vietnam - Category analysis

## **KEY DATA FINDINGS**

#### 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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