



Euromonitor
International

Savoury Snacks in Vietnam

June 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Savoury snacks options remain popular among all ages

Orion Food leads through continued innovation

Traditional retail channels drive savoury snacks sales

PROSPECTS AND OPPORTUNITIES

Innovation and festive appeal support further growth potential

Players in savoury snacks use online channels to boost their image

Sharpening focus on health and wellness attributes will shape future of savoury snacks

Summary 1 - Other Savoury Snacks by Product Type: 2025

CATEGORY DATA

Table 1 - Sales of Savoury Snacks by Category: Volume 2020-2025

Table 2 - Sales of Savoury Snacks by Category: Value 2020-2025

Table 3 - Sales of Savoury Snacks by Category: % Volume Growth 2020-2025

Table 4 - Sales of Savoury Snacks by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Savoury Snacks: % Value 2021-2025

Table 6 - LBN Brand Shares of Savoury Snacks: % Value 2022-2025

Table 7 - Distribution of Savoury Snacks by Format: % Value 2020-2025

Table 8 - Forecast Sales of Savoury Snacks by Category: Volume 2025-2030

Table 9 - Forecast Sales of Savoury Snacks by Category: Value 2025-2030

Table 10 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2025-2030

Snacks in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 12 - Sales of Snacks by Category: Volume 2020-2025

Table 13 - Sales of Snacks by Category: Value 2020-2025

Table 14 - Sales of Snacks by Category: % Volume Growth 2020-2025

Table 15 - Sales of Snacks by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Snacks: % Value 2021-2025

Table 17 - LBN Brand Shares of Snacks: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Snacks by Format: % Value 2020-2025

Table 20 - Forecast Sales of Snacks by Category: Volume 2025-2030

Table 21 - Forecast Sales of Snacks by Category: Value 2025-2030

Table 22 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **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.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/savoury-snacks-in-vietnam/report.