



# Sweet Spreads in Vietnam

January 2025

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## Sweet Spreads in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sweet spreads exhibits continued total volume growth despite a lack of marketing activities  
Honey appeals through its health benefits, while players focus on boosting product visibility through e-commerce  
Sweet spreads continues to be led by Golden Farm in 2024, although the category remains fragmented

#### PROSPECTS AND OPPORTUNITIES

Limited usage of sweet spreads offers potential for growth through extended distribution and marketing efforts  
Small local grocers expected to remain the main retail channel for sweet spreads  
Brands likely to target gifting occasions to effectively position products that are perceived as non-essential

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