



**Euromonitor  
International**

# Sweet Biscuits, Snack Bars and Fruit Snacks in Vietnam

June 2025

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Recovering economy supports stronger growth in 2025  
Mondelez leads as local players benefit from low prices  
Traditional retail anchors sweet biscuit sales in Vietnam

### PROSPECTS AND OPPORTUNITIES

Robust rises forecast in rebounding economy  
E-commerce impact set to strengthen  
Both health and indulgence will inform innovation

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## SOURCES

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-vietnam/report](http://www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-vietnam/report).