



Sweet Biscuits, Snack Bars and Fruit Snacks in Vietnam

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive volume growth achieved, as recovery of the category continues
Manufacturers focus on launching new products in to catch consumers' attention
Snack bars continues to benefit from health trends

PROSPECTS AND OPPORTUNITIES

Ongoing growth expected, in line with economic recovery and baseline trends
Cereal bars will continue to benefit from health trends
International companies will continue to dominate the category, while small brands from local players also appeal to consumers

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