



Processed Meat, Seafood and Alternatives To Meat in Vietnam

December 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate growth driven by tofu and frozen processed seafood, while shelf stable meat and seafood stagnate amidst evolving consumer preferences

Processed meat and seafood in Vietnam is expanding through multi-channel distribution

Processed meat continues to be led by established leaders such as Vissan and CP Vietnam, focusing on tradition and sustainability

PROSPECTS AND OPPORTUNITIES

Sustainability trend to become more prominent in processed meat, seafood and alternatives to meat

Competition set to intensify in processed meat, as players diversify their product offerings and expand production capacity

Chilled and frozen products set to see greater popularity in the forecast period, but higher prices pose challenges

CATEGORY DATA

- Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024
- Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024
- Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024
- Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2019-2024
- Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2019-2024
- Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2019-2024
- Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2019-2024
- Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2019-2024
- Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2024
- Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024
- Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024
- Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029
- Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029

Staple Foods in Vietnam - Industry Overview

EXECUTIVE SUMMARY

- Staple foods in 2024: The big picture
- Key trends in 2024
- Competitive landscape
- Channel developments
- What next for staple foods?

MARKET DATA

- Table 15 - Sales of Staple Foods by Category: Volume 2019-2024
- Table 16 - Sales of Staple Foods by Category: Value 2019-2024
- Table 17 - Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 18 - Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 19 - NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 20 - LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 21 - Penetration of Private Label by Category: % Value 2019-2024
- Table 22 - Distribution of Staple Foods by Format: % Value 2019-2024
- Table 23 - Forecast Sales of Staple Foods by Category: Volume 2024-2029
- Table 24 - Forecast Sales of Staple Foods by Category: Value 2024-2029
- Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029
- Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research 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/processed-meat-seafood-and-alternatives-to-meat-in-vietnam/report.