



Euromonitor  
International

# Meals and Soups in Vietnam

November 2023

Table of Contents

## Meals and Soups in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Ready meals benefit from an improved image along with consumers' demand for convenience, while soup remains insignificant

Vissan maintains its lead thanks in part to its sustainable "3F" efforts

Opportunities and competition for ready meals in foodservice

#### PROSPECTS AND OPPORTUNITIES

A fairly robust performance expected for ready meals, thanks to convenience demands and a healthier image

Dynamic competition expected, in line with the development of modern retail channels

Developments in e-commerce set to continue

#### CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2018-2023

Table 2 - Sales of Meals and Soups by Category: Value 2018-2023

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2018-2023

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2018-2023

Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2018-2023

Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023

Table 7 - Sales of Soup by Leading Flavours: Rankings 2018-2023

Table 8 - NBO Company Shares of Meals and Soups: % Value 2019-2023

Table 9 - LBN Brand Shares of Meals and Soups: % Value 2020-2023

Table 10 - Distribution of Meals and Soups by Format: % Value 2018-2023

Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2023-2028

Table 12 - Forecast Sales of Meals and Soups by Category: Value 2023-2028

Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028

Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

## Cooking Ingredients and Meals in Vietnam - Industry Overview

### EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

### MARKET DATA

Table 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 21 - Penetration of Private Label by Category: % Value 2018-2023

Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 26 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

### 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/meals-and-soups-in-vietnam/report](http://www.euromonitor.com/meals-and-soups-in-vietnam/report).