



# Meals and Soups in Vietnam

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ready meals faces challenges from economic uncertainty, with players focusing on affordability and distribution  
In 2024 ready meals continues to be led by Vissan Co Ltd  
Frozen ready meals sees greater diversity in snacking products

PROSPECTS AND OPPORTUNITIES

Ready meals set to record significant retail volume growth, driven by demand for convenient and safe options  
Growing prominence of modern off-trade channels and e-commerce set to drive the growth of ready meals  
Greater availability of international dishes expected, and diversity in frozen ready meals

CATEGORY DATA

- Table 1 - Sales of Meals and Soups by Category: Volume 2019-2024
- Table 2 - Sales of Meals and Soups by Category: Value 2019-2024
- Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Meals and Soups by Category: % Value Growth 2019-2024
- Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2019-2024
- Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2019-2024
- Table 7 - Sales of Soup by Leading Flavours: Rankings 2019-2024
- Table 8 - NBO Company Shares of Meals and Soups: % Value 2020-2024
- Table 9 - LBN Brand Shares of Meals and Soups: % Value 2021-2024
- Table 10 - Distribution of Meals and Soups by Format: % Value 2019-2024
- Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2024-2029
- Table 12 - Forecast Sales of Meals and Soups by Category: Value 2024-2029
- Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2024-2029
- Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2024-2029

Cooking Ingredients and Meals in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2024: The big picture  
Key trends in 2024  
Competitive landscape  
Channel developments  
What next for cooking ingredients and meals?

MARKET DATA

- Table 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
- Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
- Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
- Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
- Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
- Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024
- Table 21 - Penetration of Private Label by Category: % Value 2019-2024
- Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024
- Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029
- Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029
- Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029
- Table 26 - Forecast Sales of Cooking Ingredients and Meals 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/meals-and-soups-in-vietnam/report](http://www.euromonitor.com/meals-and-soups-in-vietnam/report).