

Sugar Confectionery in Vietnam

July 2024

Table of Contents

Sugar Confectionery in Vietnam - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sugar confectionery achieves positive volume and value sales, despite also facing challenges

High-sugar sweets are negatively affected by health and wellness trends

Manufacturers focus on launching new exotic flavours

PROSPECTS AND OPPORTUNITIES

Sugar confectionery expected to recover in line with the economic recovery in the country

Digital platforms help to boost brand awareness in a competitive category

The positive trajectory of pastilles, gummies, jellies and chews is set to continue

CATEGORY DATA

Summary 1 - Other Sugar Confectionery by Product Type: 2024

Table 1 - Sales of Sugar Confectionery by Category: Volume 2019-2024

Table 2 - Sales of Sugar Confectionery by Category: Value 2019-2024

Table 3 - Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024

Table 4 - Sales of Sugar Confectionery by Category: % Value Growth 2019-2024

Table 5 - Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

Table 6 - NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 7 - LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Table 8 - Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 9 - Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 10 - Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 11 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

Snacks in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2019-2024

Table 14 - Sales of Snacks by Category: Value 2019-2024

Table 15 - Sales of Snacks by Category: % Volume Growth 2019-2024

Table 16 - Sales of Snacks by Category: % Value Growth 2019-2024

Table 17 - NBO Company Shares of Snacks: % Value 2020-2024

Table 18 - LBN Brand Shares of Snacks: % Value 2021-2024

Table 19 - Penetration of Private Label by Category: % Value 2019-2024

Table 20 - Distribution of Snacks by Format: % Value 2019-2024

Table 21 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 22 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - 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/sugar-confectionery-in-vietnam/report.