



Sauces, Dips and Condiments in Vietnam

November 2023

Table of Contents

Sauces, Dips and Condiments in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Reduced-salt trends influence developments in sauces, dips, and condiments

Masan maintains its lead thanks to new product developments and global development plans

Clean eating trends could suppress potential growth, while players aim to offer healthier variants

PROSPECTS AND OPPORTUNITIES

Natural ingredients and high-quality tastes attract consumers

Competition expected to remain dynamic over the forecast period

Ongoing developments in modern retail and e-commerce will enable a wider choice of brands and variants for consumers

CATEGORY DATA

Table 1 - Sales of Sauces, Dips and Condiments by Category: Volume 2018-2023

Table 2 - Sales of Sauces, Dips and Condiments by Category: Value 2018-2023

Table 3 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2018-2023

Table 4 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2018-2023

Table 5 - Sales of Liquid Recipe Sauces by Type: % Value 2018-2023

Table 6 - Sales of Other Sauces and Condiments by Type: Rankings 2018-2023

Table 7 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2019-2023

Table 8 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2020-2023

Table 9 - Distribution of Sauces, Dips and Condiments by Format: % Value 2018-2023

Table 10 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2023-2028

Table 11 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2023-2028

Table 12 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2023-2028

Table 13 - Forecast Sales of Sauces, Dips and Condiments 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 14 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

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

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

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

Table 18 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 19 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 20 - Penetration of Private Label by Category: % Value 2018-2023

Table 21 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

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

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 25 - 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/sauces-dips-and-condiments-in-vietnam/report.