

Butter and Spreads in Vietnam

September 2023

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Butter and Spreads in Vietnam - Category analysis

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2023 DEVELOPMENTS

Margarine and spreads retains by far the biggest share of the category pie

Foodservice volume sales of butter and spreads are expected to be more stable in 2023

More investment is required to develop and grow butter and spreads

PROSPECTS AND OPPORTUNITIES

Butter and spreads likely to benefit from the rising influence of Western culture

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