

Sweet Biscuits, Snack Bars and Fruit Snacks in Vietnam

June 2023

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Sweet Biscuits, Snack Bars and Fruit Snacks in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation limits growth in sweet biscuits, snack bars and fruit snacks in 2023.

Healthy eating trends boost sales of fruit sales and snack bars

International brands remain dominant in sweet biscuit market

PROSPECTS AND OPPORTUNITIES

Better economic conditions and a resulting increase in gift giving will help to boost future sales

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Domestic brands are poised to present stronger competition to international leaders

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