

# Ice Cream in Vietnam

July 2024

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## Ice Cream in Vietnam - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Ice cream inches back into small positive volume gains, but challenges still remain Players innovate in new and exotic flavours in ice cream

Ice cream sold through kiosks and sit-in stores limits the growth of packaged ice cream

#### PROSPECTS AND OPPORTUNITIES

Ice cream expected to return to stronger sales over the forecast period

Single portion dairy ice cream will rebound into positive volume

Players utilise online platforms to boost their brands

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