



# Plant-Based Dairy in Vietnam

September 2023

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## Plant-Based Dairy in Vietnam - Category analysis

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#### 2023 DEVELOPMENTS

Plant-based dairy stabilises as maturity sets in soy drinks

New player enters the fray in "other" plant-based milk

Vietnam Soy Milk continues to lead and drive the category

#### PROSPECTS AND OPPORTUNITIES

A more diverse range of plant-based dairy is anticipated in Vietnam

Plant-based yoghurt and plant-based cheese struggle to emerge as significant categories

Trend towards sustainability boosts plant-based dairy

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