

Meals and Soups in Vietnam

November 2023

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Meals and Soups in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ready meals benefit from an improved image along with consumers' demand for convenience, while soup remains insignificant

Vissan maintains its lead thanks in part to its sustainable "3F" efforts

Opportunities and competition for ready meals in foodservice

PROSPECTS AND OPPORTUNITIES

A fairly robust performance expected for ready meals, thanks to convenience demands and a healthier image

Dynamic competition expected, in line with the development of modern retail channels

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