



Street Stalls/Kiosks in Vietnam

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable and convenient formats support steady value growth

INDUSTRY PERFORMANCE

Widespread availability and affordability underpin category resilience

Franchising accelerates expansion of chained street stalls/kiosks

Take-away and delivery remain structurally dominant fulfilment channels

WHAT'S NEXT?

Cultural importance and affordability ensure continued long-term relevance

Delivery and takeaway continue expanding alongside digitalisation

Regulatory tightening accelerates formalisation and structural transformation

COMPETITIVE LANDSCAPE

Snow King Global strengthens leadership through aggressive expansion and value positioning

KOI Thé expands strategically while maintaining premium brand positioning

Independent operators remain dominant but face increasing structural pressure

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DISCLAIMER

Consumer Foodservice in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Consumer foodservice benefits from tourism recovery and strong eating-out culture

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INDUSTRY PERFORMANCE

Inflationary pressure tempers recovery in 2025

Delivery strengthens its role in fulfilment

Experience and loyalty programmes drive differentiation

WHAT'S NEXT?

Stable growth supported by tourism and structural demand

Cloud kitchens gain momentum as value and convenience converge

Sustainability emerges as a competitive differentiator

COMPETITIVE LANDSCAPE

Golden Gate Trade & Services JSC retains leadership through scale and diversification

Katinat Saigon Kafe JSC stands out as the most dynamic player

New entrants intensify competition in specialist beverages

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Independent operators retain dominance amid competitive pressure

Innovation reshapes operational and customer engagement models

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