



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Vietnam

June 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Recovering economy supports stronger growth in 2025
Mondelez leads as local players benefit from low prices
Traditional retail anchors sweet biscuit sales in Vietnam

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Robust rises forecast in rebounding economy
E-commerce impact set to strengthen
Both health and indulgence will inform innovation

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Snacks in Vietnam - Industry Overview

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-vietnam/report.