



Euromonitor
International

Edible Oils in Vietnam

November 2025

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2025 DEVELOPMENTS

Counterfeit crackdown, health trends, and digital growth reshape edible oils

INDUSTRY PERFORMANCE

Counterfeit crackdown fuels growth for genuine brands, while consumer demand evolves

Soy oil leads growth in edible oils due to healthy profile

WHAT'S NEXT?

Affordability and wellness set to drive robust growth for edible oils

Premium and functional products set to drive health innovation in edible oils

Online channels set to reshape edible oils retailing in Vietnam

COMPETITIVE LANDSCAPE

Calofic Corp dominates edible oils with strong brand portfolio and vertical integration

Calofic Corp sustains growth through health messaging and product innovation

CHANNELS

Small local grocers dominates edible oils distribution but faces tax headwinds

Retail e-commerce is reshaping edible oils distribution despite initial hurdles

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Cooking Ingredients and Meals in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Tradition meets innovation, with safety paramount

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INDUSTRY PERFORMANCE

Sustained growth driven by tradition

Health innovations and VAT reduction drive sales

Food safety and informed choices drive consumer behaviour

WHAT'S NEXT?

Dynamic growth to be driven by convenience, health, and local specialities

Stricter regulations and industry compliance to drive consumer confidence

Healthy living will be a catalyst for innovation in cooking ingredients and meals

COMPETITIVE LANDSCAPE

Strategic expansion and robust distribution extend Calofic's leading position
Tho Phat leverages Kido's network for enhanced reach
Masan Consumer Corp's growth fuelled by innovation and strong brand portfolio
Regional specialities and local brands gain traction

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Small local grocers remains key to distribution despite pressures
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