



Snacks in Vietnam

June 2025

Table of Contents

Snacks in Vietnam

EXECUTIVE SUMMARY

Snacks in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 - Sales of Snacks by Category: Volume 2020-2025

Table 2 - Sales of Snacks by Category: Value 2020-2025

Table 3 - Sales of Snacks by Category: % Volume Growth 2020-2025

Table 4 - Sales of Snacks by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Snacks: % Value 2021-2025

Table 6 - LBN Brand Shares of Snacks: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Snacks by Format: % Value 2020-2025

Table 9 - Forecast Sales of Snacks by Category: Volume 2025-2030

Table 10 - Forecast Sales of Snacks by Category: Value 2025-2030

Table 11 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Chocolate Confectionery in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising cacao prices impact chocolate confectionery's progress in 2025

Players invest in local flavours and creative packaging

Omnichannel strategies become more prevalent

PROSPECTS AND OPPORTUNITIES

Progress depends on cacao prices and broader economic recovery

Focus on local production aims to attract tourists as private label continues to appeal to cost-conscious consumers

Product and packaging innovation informed by health and lifestyle trends

Summary 2 - Other Chocolate Confectionery by Product Type: 2025

CATEGORY DATA

Table 13 - Sales of Chocolate Confectionery by Category: Volume 2020-2025

Table 14 - Sales of Chocolate Confectionery by Category: Value 2020-2025

Table 15 - Sales of Chocolate Confectionery by Category: % Volume Growth 2020-2025

Table 16 - Sales of Chocolate Confectionery by Category: % Value Growth 2020-2025

Table 17 - Sales of Chocolate Tablets by Type: % Value 2020-2025

Table 18 - NBO Company Shares of Chocolate Confectionery: % Value 2021-2025

Table 19 - LBN Brand Shares of Chocolate Confectionery: % Value 2022-2025

Table 20 - Distribution of Chocolate Confectionery by Format: % Value 2020-2025

Table 21 - Forecast Sales of Chocolate Confectionery by Category: Volume 2025-2030

Table 22 - Forecast Sales of Chocolate Confectionery by Category: Value 2025-2030

Table 23 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2025-2030

Gum in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Chewing gum sees modest recovery in Vietnam in 2025

Wrigley maintains leadership with youth-focused strategy

E-commerce though remains small for gum

PROSPECTS AND OPPORTUNITIES

Further growth forecast for chewing gum as bubble gum continues to fall

Sugar-free gum trend set to accelerate

Consumer choices set to shift further towards cleaner and greener offerings

CATEGORY DATA

Table 25 - Sales of Gum by Category: Volume 2020-2025

Table 26 - Sales of Gum by Category: Value 2020-2025

Table 27 - Sales of Gum by Category: % Volume Growth 2020-2025

Table 28 - Sales of Gum by Category: % Value Growth 2020-2025

Table 29 - Sales of Gum by Flavour: Rankings 2020-2025

Table 30 - NBO Company Shares of Gum: % Value 2021-2025

Table 31 - LBN Brand Shares of Gum: % Value 2022-2025

Table 32 - Distribution of Gum by Format: % Value 2020-2025

Table 33 - Forecast Sales of Gum by Category: Volume 2025-2030

Table 34 - Forecast Sales of Gum by Category: Value 2025-2030

Table 35 - Forecast Sales of Gum by Category: % Volume Growth 2025-2030

Table 36 - Forecast Sales of Gum by Category: % Value Growth 2025-2030

Sugar Confectionery in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Limited editions and social media trends drive growth in sugar confectionery in 2025

Perfetti and Bibica lead overall

Traditional retail remains the backbone of sugar confectionery sales

PROSPECTS AND OPPORTUNITIES

Innovation will drive future strong growth for sugar confectionery in Vietnam

Digital marketing as increasingly central to success

Health and wellness trends drive development amid concerns about product nutrition

Summary 3 - Other Sugar Confectionery by Product Type: 2025

CATEGORY DATA

Table 37 - Sales of Sugar Confectionery by Category: Volume 2020-2025

Table 38 - Sales of Sugar Confectionery by Category: Value 2020-2025

Table 39 - Sales of Sugar Confectionery by Category: % Volume Growth 2020-2025

Table 40 - Sales of Sugar Confectionery by Category: % Value Growth 2020-2025

Table 41 - Sales of Chewy Candies by Type: % Value 2020-2025

Table 42 - NBO Company Shares of Sugar Confectionery: % Value 2021-2025

Table 43 - LBN Brand Shares of Sugar Confectionery: % Value 2022-2025

Table 44 - Distribution of Sugar Confectionery by Format: % Value 2020-2025

Table 45 - Forecast Sales of Sugar Confectionery by Category: Volume 2025-2030

Table 46 - Forecast Sales of Sugar Confectionery by Category: Value 2025-2030

Table 47 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2025-2030

Table 48 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2025-2030

Ice Cream in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Ice cream sales rebound amid shifting consumer trends
- Kido leads overall as Aice Rises Fastest
- Small local grocers maintains channel dominance in 2025

PROSPECTS AND OPPORTUNITIES

- Further growth forecast for ice cream in Vietnam
- New flavours and innovations drive development
- Accelerating health trends will continue to impact innovation

CATEGORY DATA

Table 49 - Sales of Ice Cream by Category: Volume 2020-2025

Table 50 - Sales of Ice Cream by Category: Value 2020-2025

Table 51 - Sales of Ice Cream by Category: % Volume Growth 2020-2025

Table 52 - Sales of Ice Cream by Category: % Value Growth 2020-2025

Table 53 - Sales of Ice Cream by Leading Flavours: Rankings 2020-2025

Table 54 - Sales of Impulse Ice Cream by Format: % Value 2020-2025

Table 55 - NBO Company Shares of Ice Cream: % Value 2021-2025

Table 56 - LBN Brand Shares of Ice Cream: % Value 2022-2025

Table 57 - NBO Company Shares of Impulse Ice Cream: % Value 2021-2025

Table 58 - LBN Brand Shares of Impulse Ice Cream: % Value 2022-2025

Table 59 - NBO Company Shares of Take-home Ice Cream: % Value 2021-2025

Table 60 - LBN Brand Shares of Take-home Ice Cream: % Value 2022-2025

Table 61 - Distribution of Ice Cream by Format: % Value 2020-2025

Table 62 - Forecast Sales of Ice Cream by Category: Volume 2025-2030

Table 63 - Forecast Sales of Ice Cream by Category: Value 2025-2030

Table 64 - Forecast Sales of Ice Cream by Category: % Volume Growth 2025-2030

Table 65 - Forecast Sales of Ice Cream by Category: % Value Growth 2025-2030

Savoury Snacks in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Savoury snacks options remain popular among all ages
- Orion Food leads through continued innovation
- Traditional retail channels drive savoury snacks sales

PROSPECTS AND OPPORTUNITIES

- Innovation and festive appeal support further growth potential
 - Players in savoury snacks use online channels to boost their image
 - Sharpening focus on health and wellness attributes will shape future of savoury snacks
- Summary 4 - Other Savoury Snacks by Product Type: 2025

CATEGORY DATA

Table 66 - Sales of Savoury Snacks by Category: Volume 2020-2025
 Table 67 - Sales of Savoury Snacks by Category: Value 2020-2025
 Table 68 - Sales of Savoury Snacks by Category: % Volume Growth 2020-2025
 Table 69 - Sales of Savoury Snacks by Category: % Value Growth 2020-2025
 Table 70 - NBO Company Shares of Savoury Snacks: % Value 2021-2025
 Table 71 - LBN Brand Shares of Savoury Snacks: % Value 2022-2025
 Table 72 - Distribution of Savoury Snacks by Format: % Value 2020-2025
 Table 73 - Forecast Sales of Savoury Snacks by Category: Volume 2025-2030
 Table 74 - Forecast Sales of Savoury Snacks by Category: Value 2025-2030
 Table 75 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2025-2030
 Table 76 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2025-2030

Sweet Biscuits, Snack Bars and Fruit Snacks in Vietnam

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

PROSPECTS AND OPPORTUNITIES

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

CATEGORY DATA

Table 77 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025
 Table 78 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2020-2025
 Table 79 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2020-2025
 Table 80 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2020-2025
 Table 81 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2025
 Table 82 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2022-2025
 Table 83 - NBO Company Shares of Sweet Biscuits: % Value 2021-2025
 Table 84 - LBN Brand Shares of Sweet Biscuits: % Value 2022-2025
 Table 85 - NBO Company Shares of Snack Bars: % Value 2021-2025
 Table 86 - LBN Brand Shares of Snack Bars: % Value 2022-2025
 Table 87 - NBO Company Shares of Fruit Snacks: % Value 2021-2025
 Table 88 - LBN Brand Shares of Fruit Snacks: % Value 2022-2025
 Table 89 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2020-2025
 Table 90 - Distribution of Sweet Biscuits by Format: % Value 2020-2025
 Table 91 - Distribution of Snack Bars by Format: % Value 2020-2025
 Table 92 - Distribution of Fruit Snacks by Format: % Value 2020-2025
 Table 93 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2025-2030
 Table 94 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2025-2030
 Table 95 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2025-2030
 Table 96 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2025-2030

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/snacks-in-vietnam/report.