



Euromonitor
International

Cooking Ingredients and Meals in Vietnam

November 2025

Table of Contents

EXECUTIVE SUMMARY

Tradition meets innovation, with safety paramount

KEY DATA FINDINGS

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

CHANNELS

Small local grocers remains key to distribution despite pressures

Dynamic growth for retail e-commerce, but increased regulatory scrutiny

Strategic distribution can fuel expansion through proximity and penetration

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

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

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Edible Oils in Vietnam

KEY DATA FINDINGS

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

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025
Table 14 - Sales of Edible Oils by Category: Value 2020-2025
Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025
Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025
Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025
Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025
Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030
Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030
Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Meals and Soups in Vietnam](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience, health, and digitalisation drive growth in meals and soups

INDUSTRY PERFORMANCE

Demand for convenience drives robust growth in meals and soups
Convenience and quality drive the rise of frozen ready meals in Vietnam

WHAT'S NEXT?

Convenience and innovation set to drive robust growth in meals and soups
Frozen ready meals will be a healthy and convenient choice for consumers
Doorstep delivery and supermarket expansion to reshape meals and soups

COMPETITIVE LANDSCAPE

Asia Foods Corp faces modern rivals and navigates shifting consumer tastes
Kido Group acquisition fuels Tho Phat's dynamic growth in meals and soups

CHANNELS

The evolving role of small local grocers in meals and soups in Vietnam
E-commerce surges from a low base amidst innovation and regulatory oversight

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 25 - Sales of Meals and Soups by Category: Value 2020-2025

Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Sauces, Dips and Condiments in Vietnam](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation, growth and evolving distribution channels

INDUSTRY PERFORMANCE

Affordability and convenience drive solid growth in sauces, dips and condiments

Convenience and health drive dynamism for dry recipe sauces and pickled products

WHAT'S NEXT?

Innovation and convenience will drive growth for sauces, dips and condiments

Specific health benefits to shape the future of sauces, dips and condiments

Government oversight and need to maintain consumer trust will drive enhanced food safety

COMPETITIVE LANDSCAPE

Innovation and portfolio strength help extend Masan Consumer Corp's leadership

Strategic expansion fuels Nam Duong's ascent in sauces, dips and condiments

CHANNELS

The traditional distribution powerhouse of small local grocers comes under pressure

Retail e-commerce has a small share but a big impact on distribution

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025

Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Sweet Spreads in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Dynamism in sweet spreads, impacted by health, local brands, and digital shifts

INDUSTRY PERFORMANCE

Sweet spreads sees strong growth, driven by expanding distribution
Honey leads growth in sweet spreads, driven by health perceptions and local supply

WHAT'S NEXT?

Sweet spreads poised for strong growth, driven by accessibility and convenience
Sweet spreads to increasingly embrace health, with reduced sugar and natural ingredients
Abundant fruit supply to fuel growth of local jams and preserves brands

COMPETITIVE LANDSCAPE

Golden Farm leads sweet spreads through extensive reach and competitive pricing
Honey's surge in sales and Golden Farm's strength shape sweet spreads in Vietnam

CHANNELS

Small local grocers is dominant yet vulnerable in sweet spreads
Retail e-commerce leads growth in sweet spreads amidst regulatory scrutiny

CATEGORY DATA

- Table 51 - Sales of Sweet Spreads by Category: Volume 2020-2025
- Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025
- Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025
- Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025
- Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025
- Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025
- Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025
- Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025
- Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030
- Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030
- Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030
- Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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/cooking-ingredients-and-meals-in-vietnam/report.