



Staple Foods in Vietnam

December 2025

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Staple Foods in Vietnam

EXECUTIVE SUMMARY

Essentials remain resilient amid cost pressures and health-led upgrades

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Essential nature of staple foods ensure stable demand in 2025

Affordability remains key concern for local consumers

Sustainability trend slowly gains ground in 2025

WHAT'S NEXT?

Forecast period will see continued demand for staple foods

Food safety to see stricter controls in forecast period

Stakeholders increase focus on sustainable development

COMPETITIVE LANDSCAPE

Acecook leads, focusing on expansion and sustainability

Masan benefits from broad portfolio, while South Korean players gain greater visibility in Vietnam

CHANNELS

Shoppers still prefer to frequent local neighbourhood stores

E-commerce and modern grocery channel steal share from small local grocers

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SOURCES

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Baked Goods in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience and gifting keep baked goods demand steady

INDUSTRY PERFORMANCE

Cultural lifestyle and product accessibility support stable demand in 2025

Bread drives overall growth, while prices remain favourable

WHAT'S NEXT?

Cultural gifting trend will continue to support stable demand
Better-for-you variants set to expand over forecast period
Manufacturers to invest more in sustainability efforts

COMPETITIVE LANDSCAPE

Global companies lead through product innovation and investment in local manufacturing facilities
Orion Food benefits from strong investment in marketing and engagement

CHANNELS

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[Breakfast Cereals in Vietnam](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Urban health routines lift breakfast cereals

INDUSTRY PERFORMANCE

Demand expands from low base and cross-category interest
Healthy perception of oats supports growth in hot cereals

WHAT'S NEXT?

Rising health awareness to push growth in breakfast cereals
Muesli and granola benefits from health positioning of nuts
Imported products intensify competition

COMPETITIVE LANDSCAPE

Global companies lead thanks to long-standing history and global brand reputation
Iconic status of Kellogg's brand ensures robust rises for Kellanova

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[Processed Fruit and Vegetables in Vietnam](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Shelf stable fruit remains key driver in 2025

Fruit-based tea attracts rising interest in Vietnam, supporting sales in specific segments

WHAT'S NEXT?

Fresh food alternatives present rising competitive threat

Product origin increasingly scrutinised by consumers

Foodservice channel set to create aspirational demand

COMPETITIVE LANDSCAPE

Del Monte leads through high brand awareness and trust, while local companies compete through pricing

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CHANNELS

Small local grocers continues to lead thanks to accessibility and affordability

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[Processed Meat, Seafood and Alternatives To Meat in Vietnam](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Plant-forward options and format innovation support value growth

INDUSTRY PERFORMANCE

Local players see dynamic performance thanks to local knowledge

Tofu and derivatives drive overall category growth

WHAT'S NEXT?

Growth set to continue as producers innovate, consumers get busier and infrastructure improves

Tighter controls over food safety

Sustainability concerns accelerate, shaping future development

COMPETITIVE LANDSCAPE

Long-standing brands continue to lead though face rising competition

Masan expands into category, boosting dynamism and intensifying competition

CHANNELS

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[Rice, Pasta and Noodles in Vietnam](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Everyday staples underpin growth as branded rice gains traction

INDUSTRY PERFORMANCE

Rice sees stable demand thanks to daily consumption

Consumers increasingly opt for branded rice variants

WHAT'S NEXT?

Shift from unbranded to branded products for higher safety and quality assurance

Premiumisation trend set to accelerate

Sustainability-focused products and initiatives will expand with support from both government and manufacturers

COMPETITIVE LANDSCAPE

Major players in instant noodles lead overall category

Masan enjoys robust rises in 2025

CHANNELS

Small local grocers leads retail distribution for rice, pasta and noodles in Vietnam

E-commerce benefits from greater engagement through social commerce

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