



Yoghurt and Sour Milk Products in Vietnam

August 2024

Table of Contents

Yoghurt and Sour Milk Products in Vietnam - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Leader facing increasing competition
Expanding offer
Expanding range of pack sizes

PROSPECTS AND OPPORTUNITIES

Health to play key role in development of yoghurt
New players and products to further intensify competition
Increasing presence of refrigeration appliances

CATEGORY DATA

Table 1 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024
Table 2 - Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024
Table 3 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024
Table 4 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024
Table 5 - Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024
Table 6 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024
Table 7 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024
Table 8 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024
Table 9 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029
Table 10 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029
Table 11 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029
Table 12 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024
Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
Table 17 - Penetration of Private Label by Category: % Value 2019-2024
Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/yoghurt-and-sour-milk-products-in-vietnam/report.