



Rice, Pasta and Noodles in Vietnam

November 2023

Table of Contents

Rice, Pasta and Noodles in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail prices increase, alongside greater potential for rice exports
Manufacturers adopt a variety of strategic approaches in bid to boost sales
Greater diversity of flavours

PROSPECTS AND OPPORTUNITIES

Continued growth expected, as rice transitions away from a commodity product
Healthier lifestyles offer opportunities for manufacturers
Traditional retail channels will remain important

CATEGORY DATA

Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023
Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2018-2023
Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023
Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023
Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023
Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023
Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023
Table 8 - NBO Company Shares of Rice: % Value 2019-2023
Table 9 - LBN Brand Shares of Rice: % Value 2020-2023
Table 10 - NBO Company Shares of Pasta: % Value 2019-2023
Table 11 - LBN Brand Shares of Pasta: % Value 2020-2023
Table 12 - NBO Company Shares of Noodles: % Value 2019-2023
Table 13 - LBN Brand Shares of Noodles: % Value 2020-2023
Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023
Table 15 - Distribution of Rice by Format: % Value 2018-2023
Table 16 - Distribution of Pasta by Format: % Value 2018-2023
Table 17 - Distribution of Noodles by Format: % Value 2018-2023
Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028
Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028
Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028
Table 21 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

Staple Foods in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture
Key trends in 2023
Competitive Landscape
Channel developments
What next for staple foods?

MARKET DATA

Table 22 - Sales of Staple Foods by Category: Volume 2018-2023
Table 23 - Sales of Staple Foods by Category: Value 2018-2023
Table 24 - Sales of Staple Foods by Category: % Volume Growth 2018-2023
Table 25 - Sales of Staple Foods by Category: % Value Growth 2018-2023
Table 26 - NBO Company Shares of Staple Foods: % Value 2019-2023
Table 27 - LBN Brand Shares of Staple Foods: % Value 2020-2023
Table 28 - Penetration of Private Label by Category: % Value 2018-2023

Table 29 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 30 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 31 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 32 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 33 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/rice-pasta-and-noodles-in-vietnam/report.