



Euromonitor
International

Yoghurt and Sour Milk Products in Vietnam

August 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Yoghurt and Sour Milk Products Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Yoghurt and Sour Milk Products

INDUSTRY PERFORMANCE

Health and Wellness Trends Drive Robust Growth in Vietnamese Yoghurt and Sour Milk Products

Vinamilk'S Yoghurt Launches Set New Standard for Protein and Accessibility

Chart 2 - Vinamilk Launches High-Protein Yoghurt Option

Expanding Functional Indulgence to Urban Lifestyles

Chart 3 - Dalat Milk Cool C Strawberry Launches Locally

Chart 4 - Value Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Premium and Functional Launches to Attract Urban Shoppers Seeking Healthier Choices

Chart 6 - Analyst Insight for Yoghurt and Sour Milk Products

Consumers Set to Embrace Protein-Rich Yoghurt as Mainstay of Daily Diets

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Vinamilk Drives Innovation to Sustain Leadership and Reshape Competition

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Modern Retailers Win Share as Promotions Drive Consumer Shift

Livestream Mega Sales Accelerate E-Commerce Gains in Dairy

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Clean Label Reformulation and Sugar Reduction Dictate New Product Development

Probiotic Enrichment and Regional Flavour Profiles Lead Recent Launches

Premiumisation and Category Repositioning Secure Long-Term Profitability

ECONOMIC CONTEXT

Chart 12 - Economic Context for Yoghurt and Sour Milk Products

Chart 13 - Real GDP Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Yoghurt and Sour Milk Products

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

Chart 18 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Dairy Products and Alternatives

INDUSTRY PERFORMANCE

Tourism and Health Trends Drive Steady Growth in Vietnamese Dairy Products and Alternatives

Pricing Pressures From Import Dependency Reshape Competitive Strategies in Vietnamese Dairy

Chart 20 - Vinamilk Gradually Increases Selling Price in 2026

Everyday Wellness Transforms Dairy into a Daily Nutrition Platform in Vietnam

Chart 21 - Vinamilk Launches High-Protein Greek Yogurt

Chart 22 - Value Sales 2021-2031

Chart 23 - Value Sales by Category 2026

WHAT'S NEXT?

Rising Wellness Consciousness and Tourism to Sustain Future Growth in Vietnam

Urban Migration and Retail Modernisation Set to Accelerate Shift to Convenience and Premiumisation

Chart 24 - Analyst Insight for Dairy Products and Alternatives

Rising Incomes and Evolving Tastes to Spur Innovation in Premium and Functional Foods

Chart 25 - Forecast Value Sales 2021-2031

Chart 26 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Vinamilk Sustains Lead with Premium Launches and Targeted Campaigns

Chart 27 - Company Shares 2026

Chart 28 - Brand Shares 2026

CHANNELS

Modern Retail Expansion and Innovative Collaborations Reshape Dairy Distribution in Vietnam

Retail E-Commerce Accelerates Growth through Livestreaming and Mega Sales

PRODUCTS

Clean Label Reformulation and Bite-Sized Formats Dictate New Product Development

Premium Cheese Snacks and Experiential Retail Concepts Lead Recent Launches

Strategic Partnerships and Portfolio Diversification Secure Long-Term Competitive Advantage

ECONOMIC CONTEXT

Chart 29 - Economic Context for Dairy Products and Alternatives

Chart 30 - Real GDP Growth 2021-2031

Chart 31 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 32 - Consumer Context for Dairy Products and Alternatives

Chart 33 - Population 2021-2031

Chart 34 - Population by Generation 2026

Chart 35 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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.