



**Euromonitor
International**

Breakfast Cereals in Vietnam

December 2025

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Breakfast Cereals in Vietnam - Category analysis

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

CHANNELS

Supermarkets leads distribution through convenience, broad array and access to imported products

E-commerce under heightened government scrutiny, but still posts rapid growth in 2025

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Staple Foods in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Essentials remain resilient amid cost pressures and health-led upgrades

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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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