



Rice, Pasta and Noodles in Vietnam

December 2025

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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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Staple Foods in Vietnam - Industry Overview

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

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