



**Euromonitor
International**

Sweet Spreads in Vietnam

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Dynamism in sweet spreads, impacted by health, local brands, and digital shifts

INDUSTRY PERFORMANCE

Sweet spreads sees strong growth, driven by expanding distribution

Honey leads growth in sweet spreads, driven by health perceptions and local supply

WHAT'S NEXT?

Sweet spreads poised for strong growth, driven by accessibility and convenience

Sweet spreads to increasingly embrace health, with reduced sugar and natural ingredients

Abundant fruit supply to fuel growth of local jams and preserves brands

COMPETITIVE LANDSCAPE

Golden Farm leads sweet spreads through extensive reach and competitive pricing

Honey's surge in sales and Golden Farm's strength shape sweet spreads in Vietnam

CHANNELS

Small local grocers is dominant yet vulnerable in sweet spreads

Retail e-commerce leads growth in sweet spreads amidst regulatory scrutiny

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Cooking Ingredients and Meals in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Tradition meets innovation, with safety paramount

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Sustained growth driven by tradition

Health innovations and VAT reduction drive sales

Food safety and informed choices drive consumer behaviour

WHAT'S NEXT?

Dynamic growth to be driven by convenience, health, and local specialities

Stricter regulations and industry compliance to drive consumer confidence

Healthy living will be a catalyst for innovation in cooking ingredients and meals

COMPETITIVE LANDSCAPE

Strategic expansion and robust distribution extend Calofic's leading position

Tho Phat leverages Kido's network for enhanced reach

Masan Consumer Corp's growth fuelled by innovation and strong brand portfolio

Regional specialities and local brands gain traction

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Small local grocers remains key to distribution despite pressures

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