



Euromonitor
International

Ice Cream in Vietnam

August 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Ice Cream Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Ice Cream

INDUSTRY PERFORMANCE

Ice Cream Delivers Strong Growth in 2026

Affordability Supports Volume Resilience

Chart 2 - Aice Builds Ultra-Affordable Franchise

Accessible Indulgence Elevates Consumer Expectations

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Affordability Expected to Shape Industry Expansion

Consolidation Set to Strengthen Competitive Capabilities

Impulse Ice Cream Poised to Remain the Main Engine of Growth

Chart 6 - Analyst Insight for Ice Cream

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nutifood Strengthens Leadership through Consolidation

Leading Players Intensify Investment and Execution

Trang Tien and Vinamilk Broaden Appeal through Innovation

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Small Local Grocers Dominate Retail Offline Distribution

Branded Retail Concepts Create New Consumption Occasions

Retail E-Commerce Remains Constrained by Cold-Chain Limitations

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Occasion Fragmentation and Ingredient Legibility Redefine the Innovation Agenda

Recent Launches Demonstrate Three Distinct Routes to Product Differentiation

Chart 12 - Celano Redefines Accessible Indulgence

Innovation Is Reshaping Investment Priorities and Raising Barriers to Competition

ECONOMIC CONTEXT

Chart 13 - Economic Context for Ice Cream

Chart 14 - Real GDP Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Ice Cream

Chart 17 - Population 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Snacks in Vietnam - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Mondelez Kinh Do Advances Wellness Snacking

Chart 20 - Air-Fried Wellness Crackers

Orion Drives Demand through Value-Focused Innovation

Chart 21 - O'Star Drives Affordable Indulgence

Local Heritage Strengthens Consumer Connection

Chart 22 - Value Sales 2021-2031

Chart 23 - Value Sales by Category 2026

WHAT'S NEXT?

Value Engineering and Wellness-Led Launches Set to Sustain Growth

Savoury Snacks Expected to Retain Scale While Ice Cream Gains Momentum

Intensifying Competition Projected to Raise Pressure

Chart 24 - Analyst Insight for Snacks

Chart 25 - Forecast Value Sales 2021-2031

Chart 26 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Affordable Challengers Gain Ground as Established Players Maintain Leadership

Aice Disrupts through Affordability and Distribution Reach

Chart 27 - Company Shares 2026

Chart 28 - Brand Shares 2026

CHANNELS

Small Local Grocers Remain Dominant Despite Gradual Shift Towards Modern Retail

Meiyijia'S Franchise Model Reshapes the Modern Retail Mix

E-Commerce Drives Awareness but Lags in Transaction Volume

Chart 29 - Retail Channels 2021-2026

PRODUCTS

Functional Ingredients and Value Engineering Lead Product Development

New Flavours and Acquisitions Expand the Innovation Pipeline

Business Dynamics Shift as Competition and Expectations Intensify

ECONOMIC CONTEXT

Chart 30 - Economic Context for Snacks

Chart 31 - Real GDP Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Snacks

COUNTRY REPORTS DISCLAIMER

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/ice-cream-in-vietnam/report.