

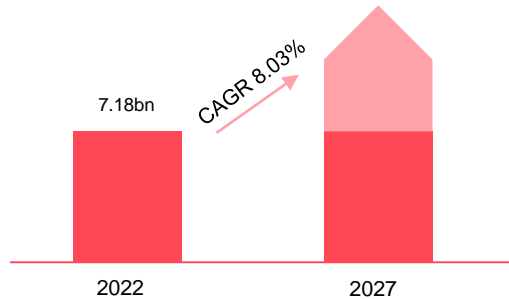


MARKET TRENDS IN VIETNAM:
DAIRY



KEY
TRENDS

Vietnam Dairy Products Market (US\$)



+ IN-SCOPE

- Fresh milk
- Yoghurt
- Cheese
- Eggs
- Non-dairy milk substitutes, preserved and powdered milk

- ▶ Volume is expected to amount to 3,861.9mkg by 2027 & is expected to show a volume growth of 5.0% in 2023.
- ▶ In relation to total population figures, per person revenues of US\$72.61 are generated in 2022, the average volume per person is expected to amount to 30.7kg in 2022.

PROSPECTS AND OPPORTUNITIES



REDUCED SUGAR MILK



SPREADABLE CHEESE

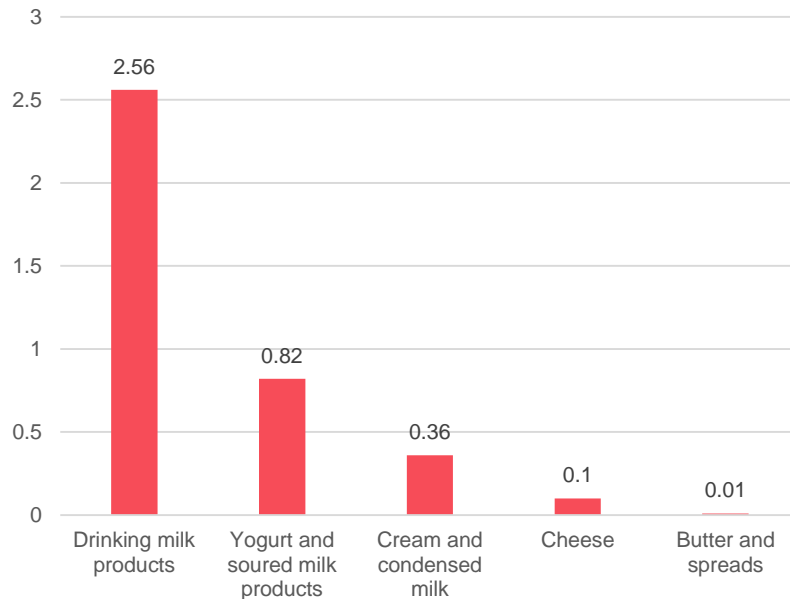


IMMUNITY / BEAUTY CARE
POSITIONED YOGHURT



REDUCED SUGAR MILK

Breakdown of dairy product retail sales in Vietnam
in 2020, by product (in billion U.S. dollars)



Health and wellness trends are likely to lead with an increasing number of health-conscious consumers searching for drinking milk products with reduced sugar content over the forecast period.

While no-sugar options have not found favour with a wide audience due to concerns over flavour, reduced sugar variants make it easier for consumers to gradually adjust their preferences in terms of taste.



REDUCED SUGAR MILK



Nestlé Bear Brand Nutristrong Low-sugar Pasteurized Milk

- From 100% fresh milk from cows eating fresh grass, the nutritional source of Nestle fresh milk is extremely abundant, providing calcium and protein for the body.
- Product of Vietnam

Ingredients: Milk 89% (Water, Skimmed Milk Powder, Buttermilk - Milk Fat), Sugar, Vegetable Oil, Natural Flavour For Food, Natural Calcium Phosphate From Milk (From Milk), **Stabilizer** (471, 466, 460(i), 407), And **Vitamins (B3, A, D, B6, B9, B8)**.

TH true MILK UHT Less Sugar Fresh Milk

- TH true MILK Less Sugar is made from pure fresh milk so it has a sweet taste and low sugar. It is both nutritious and easy to enjoy with an attractive aroma.
- This is the perfect drink for dieters.
- Product of Vietnam



SPREADABLE CHEESE

Like many dairy products, cheese is increasingly enjoying a positive perception amongst local consumers as nutritious, due to its high calcium and protein content, which is believed to be particularly beneficial to children.



Spreadable cheese will continue to dominate demand for cheese in Vietnam over the forecast period due to **greater affordability** compared to packaged hard cheese and familiarity in terms of flavour amongst local consumers.

Brands such as La Vache Qui Rit (The Laughing Cow) are not only widely available as snacks through retail but also used as an ingredient in banh mi stalls or street food kiosks.

The Laughing Cow Spreadable Cheese Wedges

- Spreadable tasty Light Swiss Cheese great for snacking
- No artificial flavours or preservatives
- Product of Vietnam

Ingredients: Cheddar, Semisoft and Swiss Cheese (Pasteurised Milk and Part-Skim Milk, Cultures, Salt, Enzymes), Whey, Milk Protein Concentrate, Water, Skim Milk, Sodium Polyphosphate, **Tricalcium Phosphate**, Salt, **Citric Acid**.

SPREADABLE CHEESE



Philadelphia Original Cream Cheese Spread

- Made with fresh milk and real cream
- This spreadable cream cheese spread has no artificial preservatives, flavours or dyes
- Perfect for spreading on your morning bagel
- Product of USA

Ingredients: Pasteurised Milk and Cream, **Whey Protein Concentrate**, Whey, Salt, Carob Bean Gum, Natamycin (A Natural Mold Inhibitor), **Vitamin A Palmitate**, Cheese Culture.

IMMUNITY / BEAUTY CARE POSITIONED YOGHURT



In line with [heightened health awareness](#) as a result of the pandemic, drinking yoghurt, driven by probiotic and live culture variants in the absence of sour milk products, is likely to continue to record early dynamic growth over the first half of the forecast period, although demand is set to gradually normalise towards 2026.



Therefore, while players are likely to continue to focus their marketing on highlighting the [immune-boosting attributes](#) of their probiotic options, supported by various media articles and recommendations by nutritionists, drinking yoghurt will also continue to appeal to consumers

for its [on-the-go consumption positioning](#) as a suitable snack outside of the home when offered as single shots, as well as being positioned for [beauty care](#).



Vinamilk Probi Drinking Yogurt

- Enhanced with 13 billion Probiotics CHR.HANSEN L.CASEI 431™ thanks to European fermentation technology, Probi Drinking Yogurt improves the digestive and immune system.
- With strong immune system, the whole family can be free from flu and enjoy life to the fullest.
- Recommended by the Vietnam Medical Association.
- Product of Vietnam

IMMUNITY / BEAUTY CARE POSITIONED YOGURT



Flavours: Blueberry, Pomegranate

Vinamilk ProBeauty Yogurt

- ProBeauty Yogurt, enriched with collagen and vitamin C, helps your skin to be firmer and smoother.
- Contains antioxidants as well as other nutrients from two types of "super fruits" Pomegranate and Blueberries, help to slow down the ageing process and maintain youthful skin.
- Product of Vietnam

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THANK YOU