

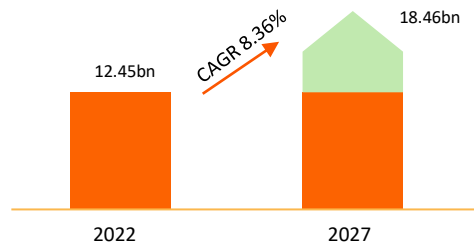


## MARKET TRENDS IN VIETNAM: BAKERY

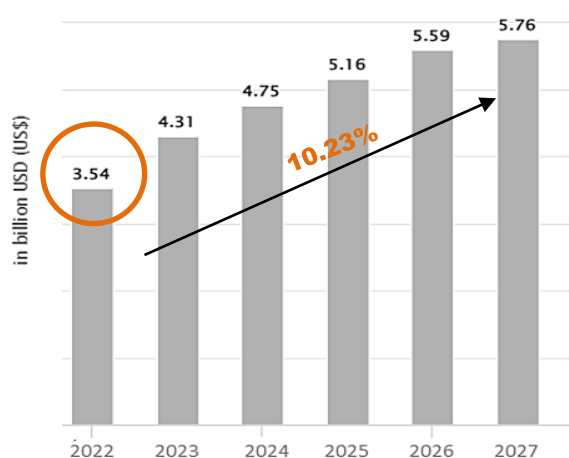


## MARKET OVERVIEW & KEY TRENDS

## Vietnam Bread & Bakery Food Market (US\$)



Bread & Bakery products segment amounts to **US\$12.45bn** in 2022 with CAGR of 8.36%



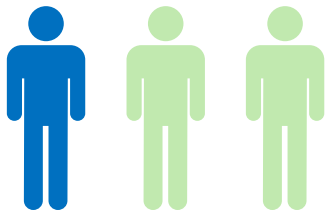
Revenue in the Bread segment amounts to **US\$3.54bn** in 2022. The market is expected to grow annually by 10.23% CAGR in 2022-2027.

## PROSPECTS AND OPPORTUNITIES

SNACKIFICATION

PROTEIN FOR HEALTH BOOSTING

# SNACKIFICATION



**One in three** consumers said they  
snack to fulfil physical and mental  
performance needs

Source: Cargill, 2021

"Snacking in Vietnam is  
anything that you consume  
outside of the main meal"



Bread are the most popular snacks in  
Vietnam which is consumed in the  
highest volume and also on the  
widest array of occasions



## 3 Key Trends In Vietnam's Snacking Industry

- **Health and well-being** – Vietnamese people are taking to healthy food and snacks such as fruit and bread
- **Advent of 'Swavory'** - A mix of sweet and savoury flavours.
- **Convenience** – The economy of this developing nation grows, the lives of Vietnamese are getting busier, they earn more money leading to them snacking more due to the convenience.

"Yeah..Vietnamese consumers also  
snack depending on their emotional  
and functional needs"

# SNACKIFICATION

## KIDO's Bakery in Vietnam has salted egg lava cake with pearls

By Tan Heng Hong - 25th April 2022



### Kido's Bakery Salted Egg Lava Cake Bun

- Enjoy KIDO's Bakery salted egg lava cake with pearls as a new bakery's snack in Vietnam!
- What is unique about this lava cake is the addition of chewy pearls to bring enjoyment to the consumption experience.
- Product of Vietnam

# SNACKIFICATION

## News

KIDO's Bakery Enjoy trendy – Super soft fresh standard



### Kido's Bakery Chrysanthemum Bread

- Chrysanthemum bread has the characteristics of the world's specialty cake group with its softness in texture, rich butter flavour and gentle chrysanthemum scent, which is very popular in the high-end customer segment in Vietnam.
- Product of Vietnam



## SNACKIFICATION



### Goody Premium Assorted Biscuits

- This is a premium assorted biscuits of Bibica VN Corporation. Each biscuit is made from the best materials combined with the specific flavor of butter and milk, chocolate, cashew nut and especially the new flavour of Cranberry jam.
- Product of Vietnam

**Ingredients:** Wheat Flour, Sugar, Glucose Syrup, Vegetable Shortening, Butter, Milk Powder, Eggs, Salt, Cocoa Powder, Sodium Bicarbonate, Ammonium Bicarbonate, Mono Calcium Phosphate, **Citric Acid**, Vanilla, **Soy Lecithins**, **Emulsifier** (E475, E476, E492), Potassium Sorbate, Sorbic Acid, **Artificial (Butter, Strawberry, Milk, Lemon, Ginger) Flavour**, Glycerol, Certified Colour (FD & C Yellow # 5/E102, FD & C Blue # 1/E133, E124).

**Artificial Flavouring**  
act as Flavouring agent

**Soy Lecithin**  
•Finer crumb grain  
•Greater loaf volume  
•Better gluten stability  
•Better emulsification of fats

# SNACKIFICATION



## Solo Strawberry Cream Soft Cake

- Tender vanilla-flavoured cake overflowing with a variety of fruit-flavoured fillings.
- Our Solo soft cake is a scrumptious little **snacking** package that promises to satisfy your sweet tooth in a big way.
- Product of Vietnam



## SNACKIFICATION



### Dan.D.Pak Coconut Peanut Crunchy Snax Biscuits

- A crunchy biscuits snacks made with healthy peanuts and coconut to indulge your time at anywhere!
- Product of Vietnam

**Ingredients:** Peanuts, **Rice Flour**, Wheat Flour, Modified Starch, Coconut Juice, Sugar, Coconut Oil, Salt.



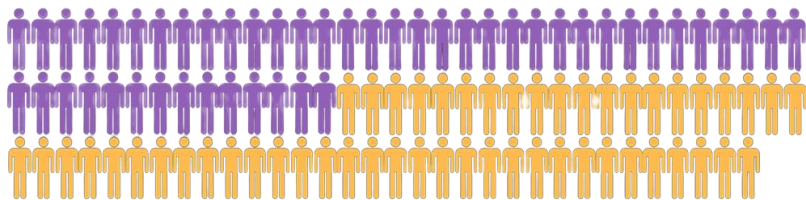
## PROTEIN FOR HEALTH BOOSTING



of Vietnam consumers plan to eat and drink more healthily by increasing their protein intake over the next twelve months.

48%

of Vietnam consumers says that they conduct research on different ingredients that can boost their health.



Consumers are actively looking into various ingredients that can boost their health as they seek to improve all aspects of well-being. As a result, a lot of people will start looking to increase their protein intake.

Source: FMCG Gurus, 2022

### Protein and health

- improve body composition
- improve glycemic response
- increase satiety
- increase postprandial energy metabolism which are all mediating factors of weight loss.



# PROTEIN FOR HEALTH BOOSTING

## Lenny & Larry's Crunchy Cookies - Chocolate Chip

- Snack friendly & crunchy plant-based Chocolate Chip protein cookies
- Fresh baked flavour with no dairy, no eggs, no soy, no high fructose corn syrup, no cholesterol, no preservatives and no artificial sweeteners
- Product of USA

**Ingredients:** Protein Blend (**Vital Wheat Gluten**, **Pea Protein**), Cane Sugar, **Chicory Root Fibre**, Palm Fruit Oil, Enriched Wheat Flour (Wheat Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid), Semi-Sweet Chocolate Chips (Unsweetened Chocolate, Sugar, Cocoa Butter, Dextrose, Natural Vanilla Extract), **Sunflower Oil**, Natural Flavor, Salt, Baking Soda.

**Vital Wheat Gluten** is a source of essential amino acids that the body cannot produce itself. Also can improve the taste and texture of bakery goods

### Chicory Root Fibre

- Low calorie replacement to sugars
- Bulking and masking agent
- Fat mimetic
- Digestive health
- Weight management
- No impact on glycemic index

**Pea Protein** is a plant-based ingredient that allows a baker to increase the protein content of breads and other baked goods.

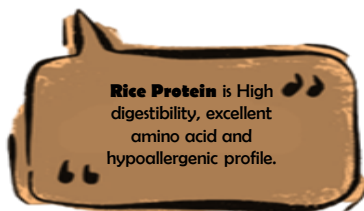


# PROTEIN FOR HEALTH BOOSTING

## One One Banh Gao Rice Crackers

- Simple and clean cracker to enjoy with your family
- Source of protein
- No added artificial colouring
- Product of Vietnam

**Ingredients:** Rice (63%), **Rice Protein**, Sugar, Vegetable oil, Modified Starch, Salt.



Source: Beneo, 2022





# PROTEIN FOR HEALTH BOOSTING

## Carbonaut Seeded Bread

- Every slice of seeded bread is stuffed with sunflower and sesame seeds that balance satisfying seedy crunch with the tender chewiness of soft bread
- 80 Calories per slice
- 6 Grams of Protein
- Product of Vietnam

**Ingredients:** **Wheat Protein**, Resistant Potato Starch, Flax Meal, Bamboo Fiber, **High Oleic Sunflower Oil**, Sesame Seeds, Yeast, Psyllium Husk, Cultured Wheat Starch, Sunflower Seeds, **Pea Fibre**, Salt, **Citric Acid**, Whole Wheat Flour, **Ascorbic Acid**.

**Ascorbic acid**, also known as vitamin C, is used as wheat flour improver in yeast-leavened baked goods to help increase the volume of bread

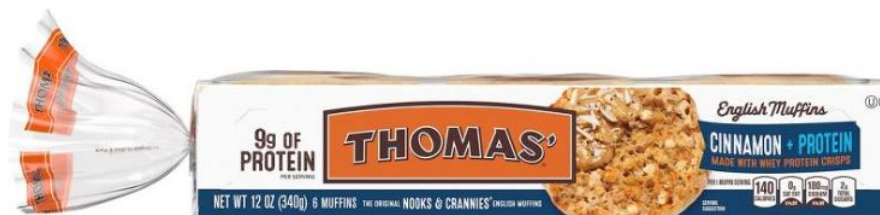
Source: Bakerpedia, 2022

**Pea Fibre** is an excellent substitute for wheat, oat, soy or sugar beet flour, increases bread volume, improves dough texture and strength, and extends shelf life

Source: Nutripea, 2022



# PROTEIN FOR HEALTH BOOSTING



## Thomas Cinnamon Protein English Muffin

- Low fat English Muffins with the trademark Nooks and Crannies texture
- Each Thomas' English Muffin is easy to split without a knife for convenient use and to preserve the texture of your on-the-go breakfast
- These Protein English Muffins are made with no high fructose corn syrup and is a cholesterol free food
- Product of USA

**Ingredients:** Enriched Wheat Flour [Flour, Malted Barley Flour, Reduced Iron, Niacin, Thiamin Mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Folic Acid], Water, **Whey Protein Concentrate**, Whey Protein Crisps (Whey Protein Isolate, Tapioca Starch, **Calcium Carbonate**, **Sunflower Lecithin**), Farina, Oats, Wheat Gluten, Sugar, Yeast, Natural Flavors, Salt, Calcium Propionate And Sorbic Acid (To Preserve Freshness), Cinnamon, Vegetable Oil (Soybean), **Citric Acid**, **Xanthan Gum**, **Soy Lecithin**, Soy, Whey.

### Calcium Carbonate

- Dough conditioner
- Leavener
- Yeast nutrient
- Enhance nutritional value

Source: Bakerpedia, 2022

Citric Acid is a natural preservative or to add an acidic or sour taste to food and baked products.





To know more about the featured ingredients in this market trends report as well as how you can create better food products for your consumers, contact our Food & Beverage Intelligence (FBI) team.

**Email:** [info@dpointernational.com](mailto:info@dpointernational.com)

**Web:** [www.dpointernational.com](http://www.dpointernational.com)



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