

# VIETNAM TRENDS ON SWEETS CONSUMPTION

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**98.95 million**



**US\$406 billion  
GDP YoY 5% growth**



**US\$4,104  
GDP/capita**



**US\$23 billion  
internet economy  
5.7% of GDP**



**Retail sales goods  
& services US\$242  
billion**

## 2022 progress



**79% internet  
national  
all**



**97% smartphone  
national  
adults 15+**



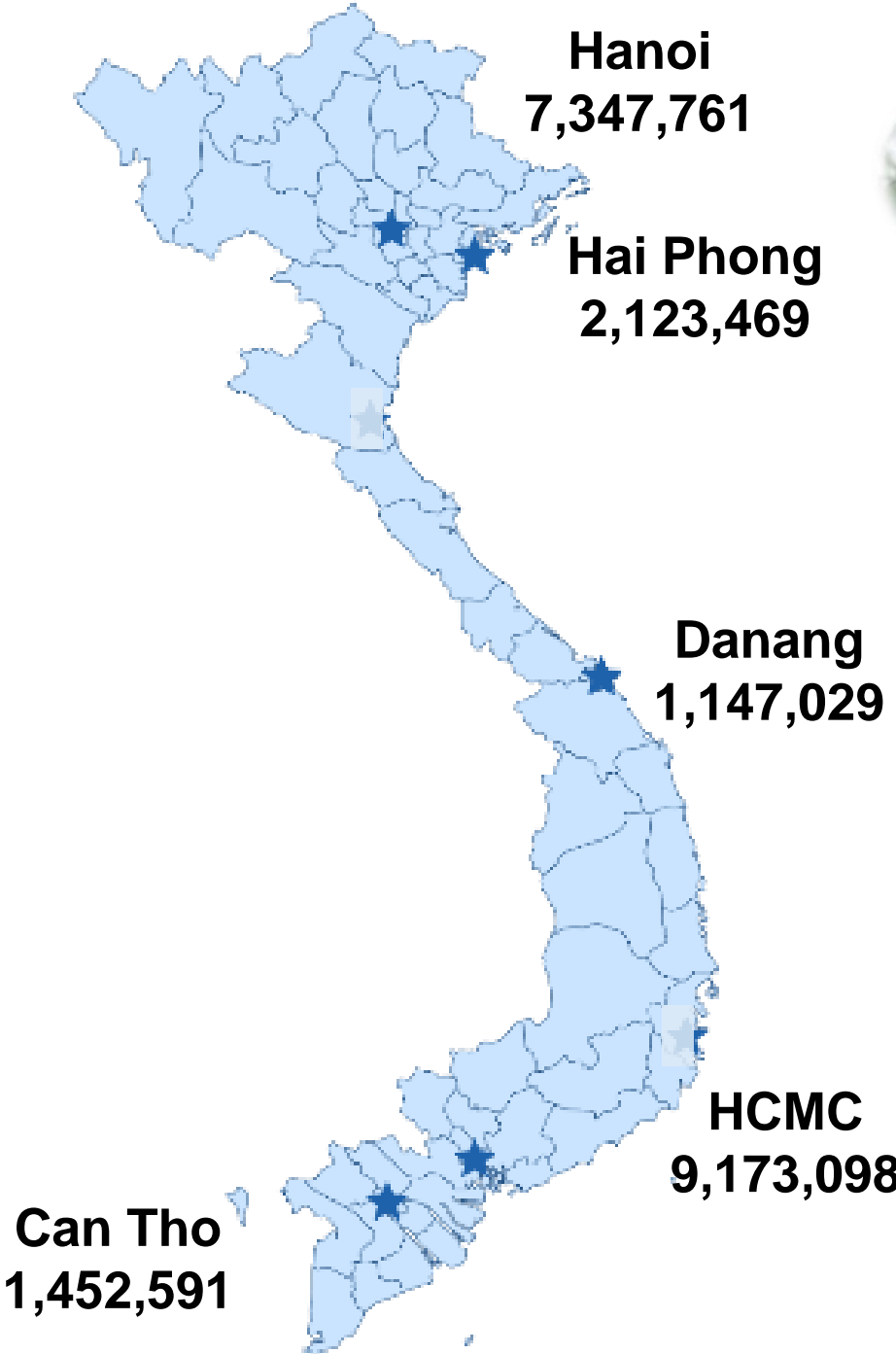
**US\$1.47 billion  
all advertising**



**74.1 million  
users**



**66.2 million  
users**



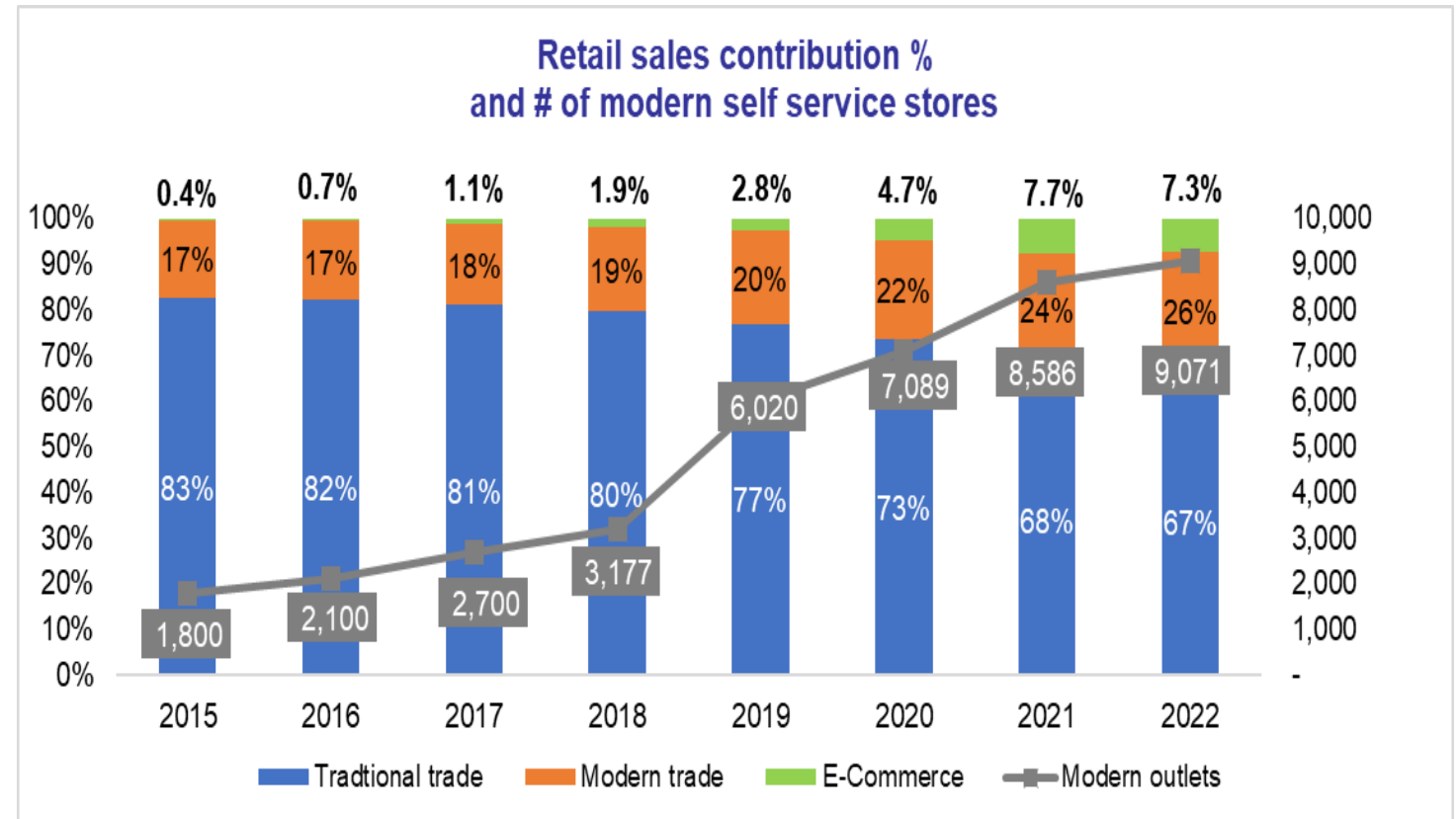
**Hanoi population:** 7,347,761 people (8% of total Vietnam)  
Urban population: 3,534,423 people  
Rural Population: 3,813,338 people



**HCMC population:** 9,173,098 people (9% of total Vietnam)  
Urban population : 7,976,746 people  
Rural Population: 1,196,351 people

# Retail goods and services consumption rises unabated

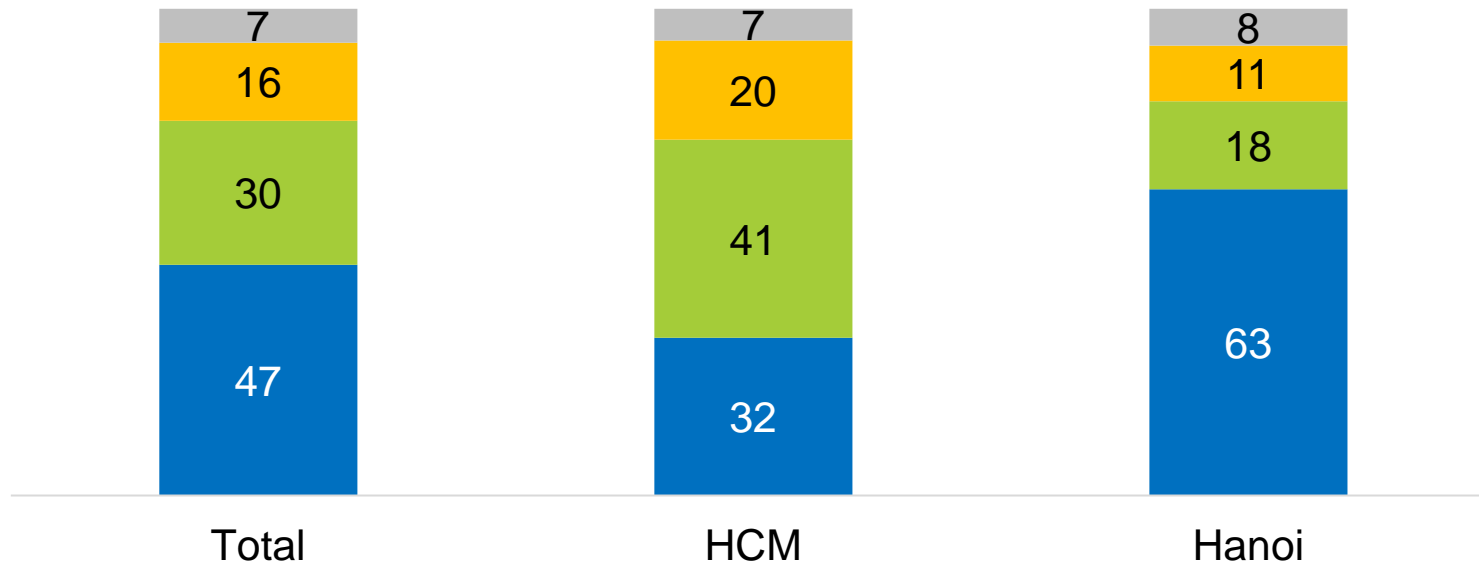
- Retail sales goods and services reaches US\$242 billion and account for 55% of GDP.
- The retail sector is contributed by 67% traditional trade, 26% modern trade and 7% e-commerce.



# Grocery stores are common places to buy confectionery products, followed by convenience stores

Where to buy confectionery products most often? (%)

■ Grocery store ■ Mini market/ Convenience store ■ Supermarket ■ Canteen



## Why prefer traditional trade?

- Close to home, easy to shop
- Offer good price
- Diverse products to choose

## Why prefer modern trade?

- Freely choose products
- Always have stock when I need to buy
- Diverse products to choose
- Product quality is safe

# Product display at traditional trade



Product display protocol is not strict.

Candies are normally displayed in hangers or stored in a transparent plastic box.

Only big stores have shelves to display products.

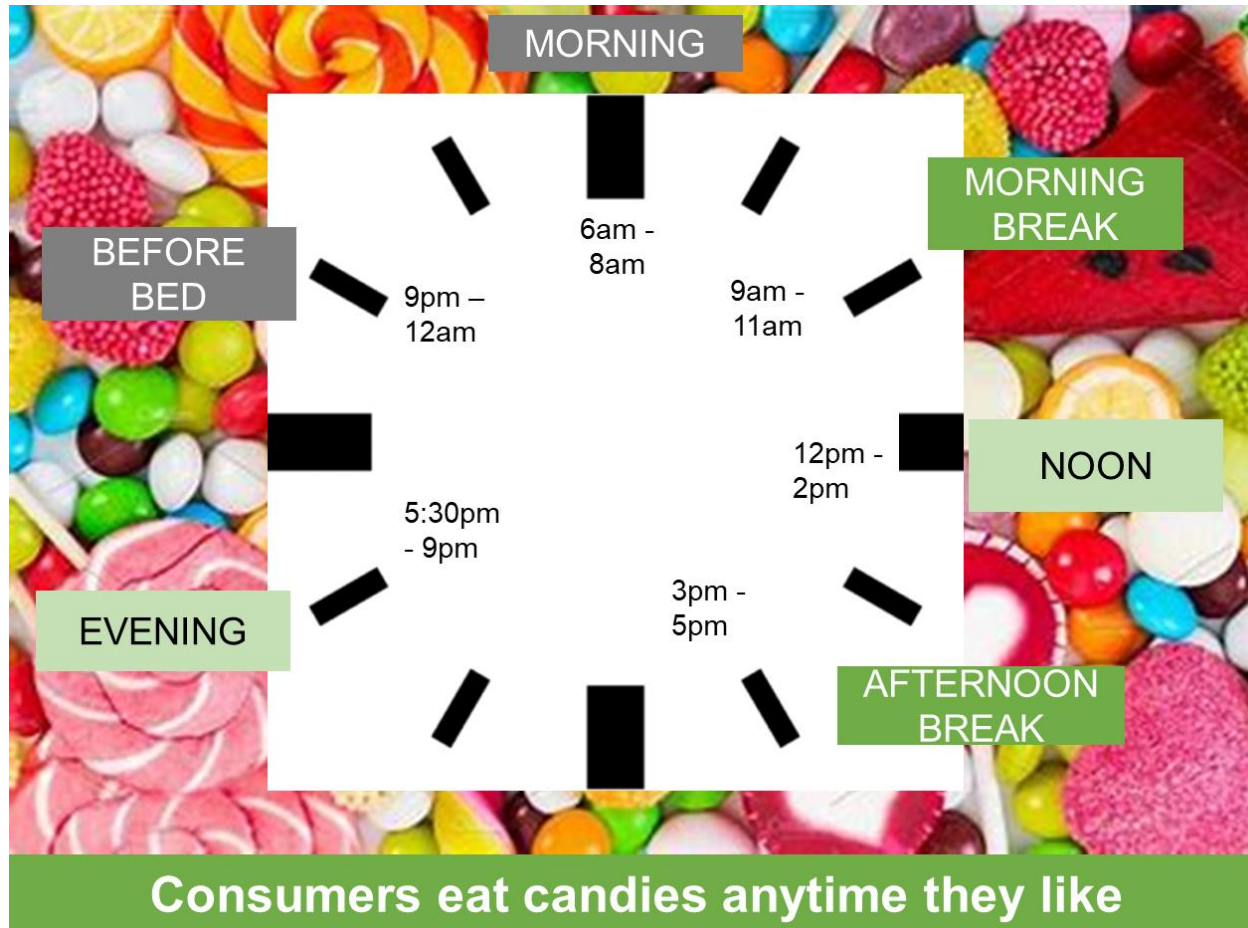
# Product display at modern trade



Products are well displayed on the shelves.

At convenience stores, the shelves of confectionery products are prioritised at the cashier areas, so consumers easily notice and find products to buy.

Confectionery products such as candy or gum are considered as a leisure snack in break time and after meals



### Snacks for Self indulgent/ Mood uplift

|  |   |   |
|--|---|---|
| <br><b>Candy</b>        | <br><b>Gum</b>           | <br><b>Chocolate</b> |
| <br><b>Dried fruit</b> | <br><b>Chips/Crisps</b> | <br><b>Peanuts</b>  |





**Tet celebrations and the renewal of hopes for the lunar new year ahead significantly impact sales for many consumer packaged goods and beyond in Vietnam.**

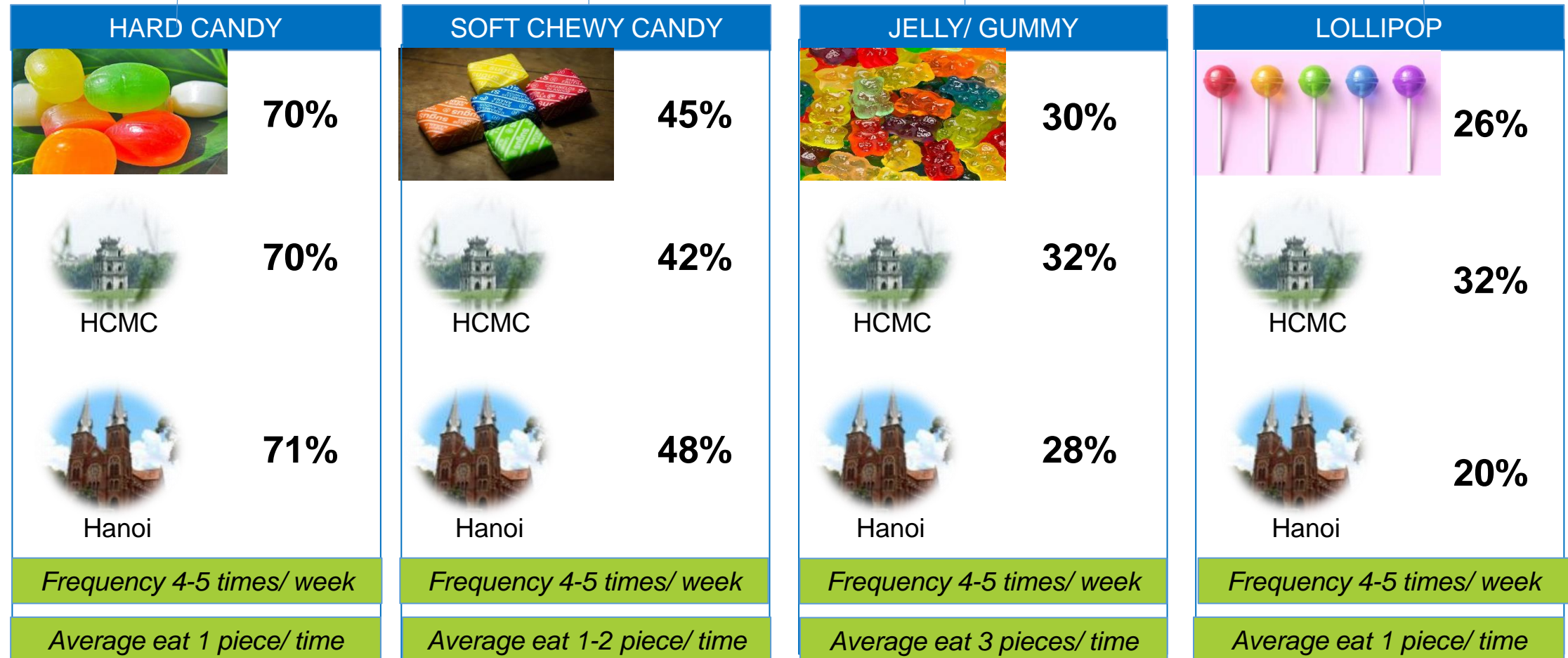
**The growth in Tet consumption is often driven by sectors such as confectionery, beverages and cooking additives.**



# Candy market

# The penetration of candy types

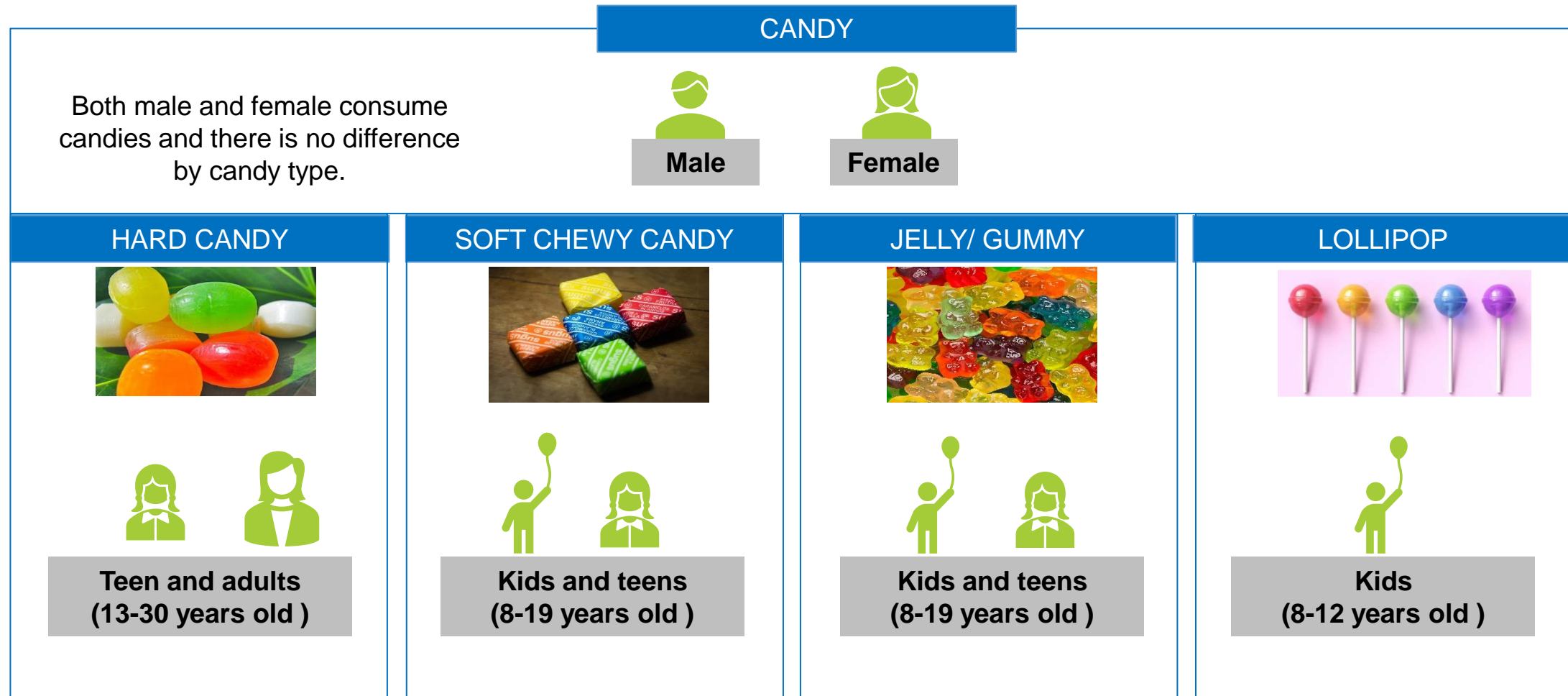
## CANDY USAGE IN PAST 1 MONTH



Source: Cimigo syndicated project with candy or gum consumers in HCMC and Hanoi (sample size N= 300)

Question: Which candy types do you use in the past 1 month?

# Candy user profile



Source: Cimigo syndicated project with candy or gum consumers in HCMC and Hanoi (sample size N= 300)  
 Question: Which candy types do you use in the past 1 month?

# Top confectionery companies and brands in Vietnam

## International companies



From Perfetti van Melle  
(Netherlands)



From Universal Robina  
Corporation - URC  
(under JG Summit  
Group of Philippines)



From Wrigley  
(USA)



From Liwayway  
(Philippines)



From Mayora  
(Indonesia)



From Orion  
(Korea)

## Vietnamese companies



From Bibica (Vietnamese top  
confectionery company)



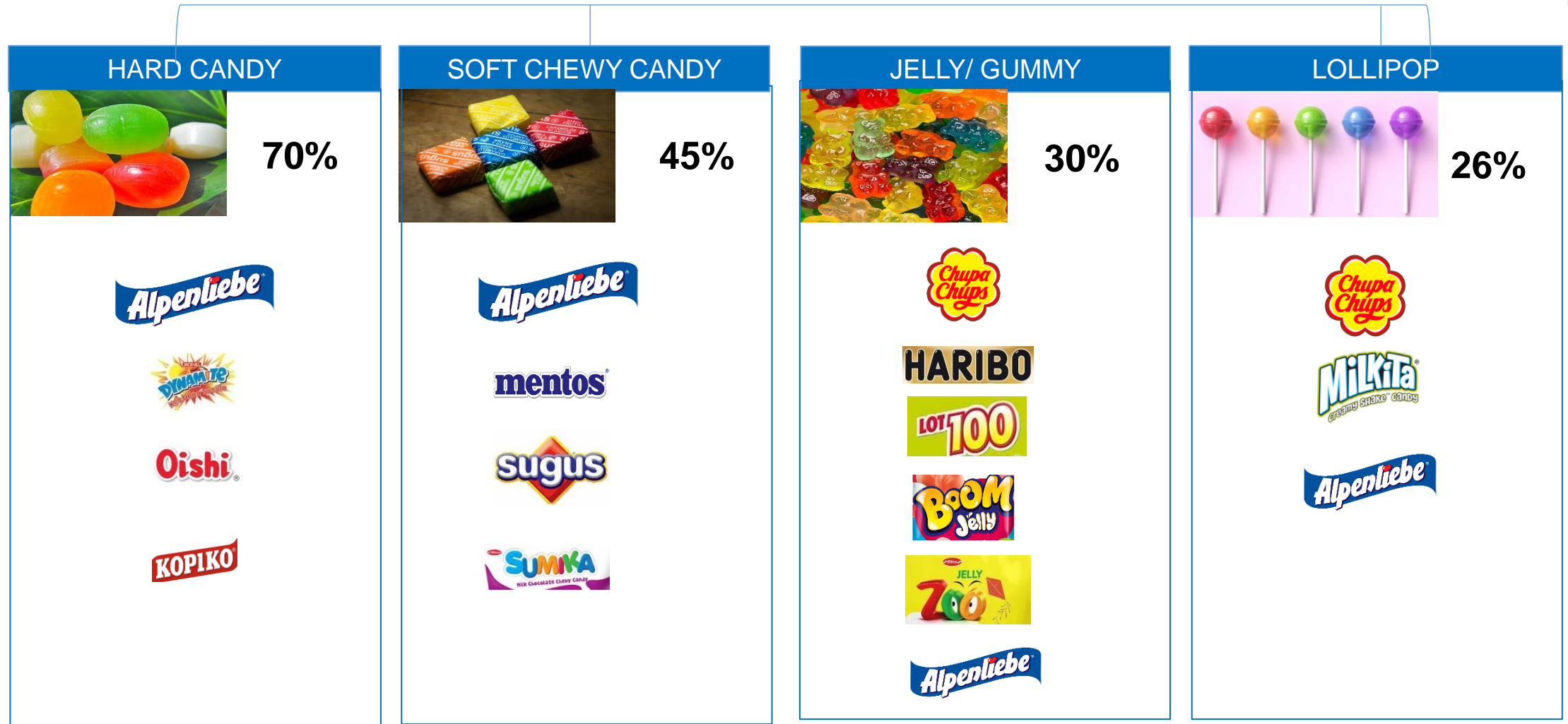
From UNITED FAMILY FOOD  
VIỆT NAM (under Unifam  
group of Indonesia)



From Richy (a distributor then  
manufacturing their own products)

# Top brands in each candy segment

## CANDY



Source: Cimigo syndicated project with candy or gum consumers in HCMC and Hanoi (sample size N= 300)  
 Question: Which candy brands do you use most often in the past 1 month?



Key message  
Love connection

**Hard candies** with the signature Caramel flavour and various unique flavours such as Salty Mango, Salted Lemon, Grapefruit with honey, Milk tea, etc

**Soft candies** with fruity flavours and chocomint

**Lollipops** with fruity flavours and caramel

**Jellies** with a mix of fruity flavours launched in 2023.



Key message  
Forever fun

Traditional lollipop and the version of Chupa Chups with gum filled of Big Babol

Gummies offer wide range of products including Sour Belt Or Sourbites (a \_\_\_\_\_) and the traditional gummy types with different shapes such as bear, cola bottle, tube etc.



Key message  
Break the ice

Hard candy with mint flavour

Soft chewy candy with both mint and fruity flavour



Hard candy with mint flavour

Fruity



**Sugus** soft candy



**Oishi** hard candy



**Haribo, Chip, Zoo, Lot100, Boom** jelly

Chocolate/ coffee



**Dynamite** hard candy and chewy candy (unique on chocolate filling)



**Kopiko** is unique for coffee candy

Milk



**Sumika** soft candy from Bibica or **Milkita** lollipop from Unifam are famous for milk candy. All communication stimuli deliver messages of candy made from good milk



# Innovation on product flavour is important in Vietnam

- Vietnamese consumers are willing to try new candy products and seek for multiple flavours.
- Besides the common flavours such as caramel or fruity, consumers, especially kids and teens, appreciate for the launch of unique and trending flavours.



Mango is dipped into salt chilli.



Mango is mixed with salt chilli.



A unique candy with salt filing (sourness of mango with saltiness and spiciness) attracting young consumers



Other variants with salty flavour

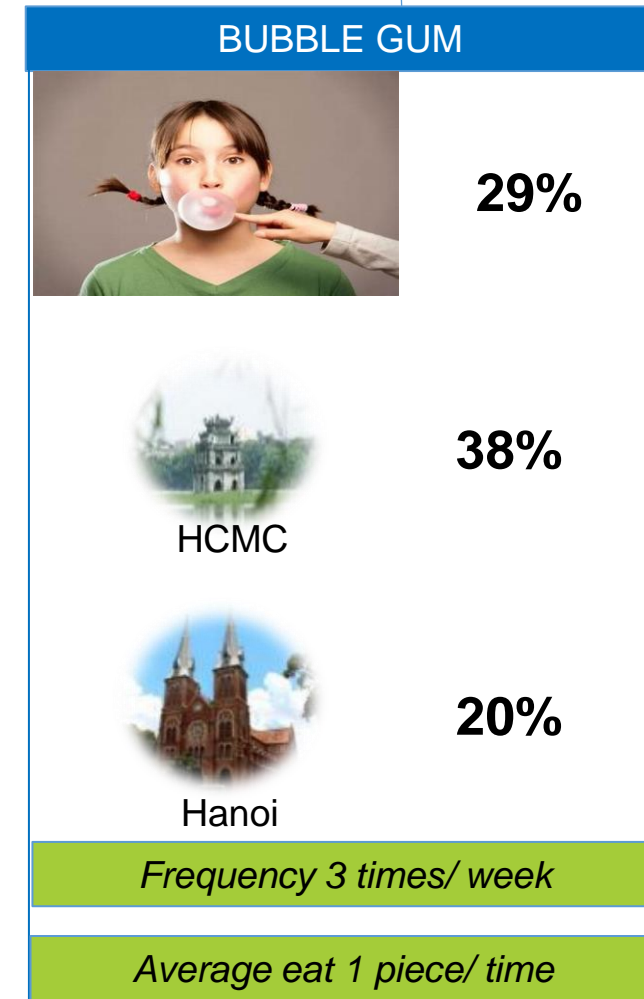
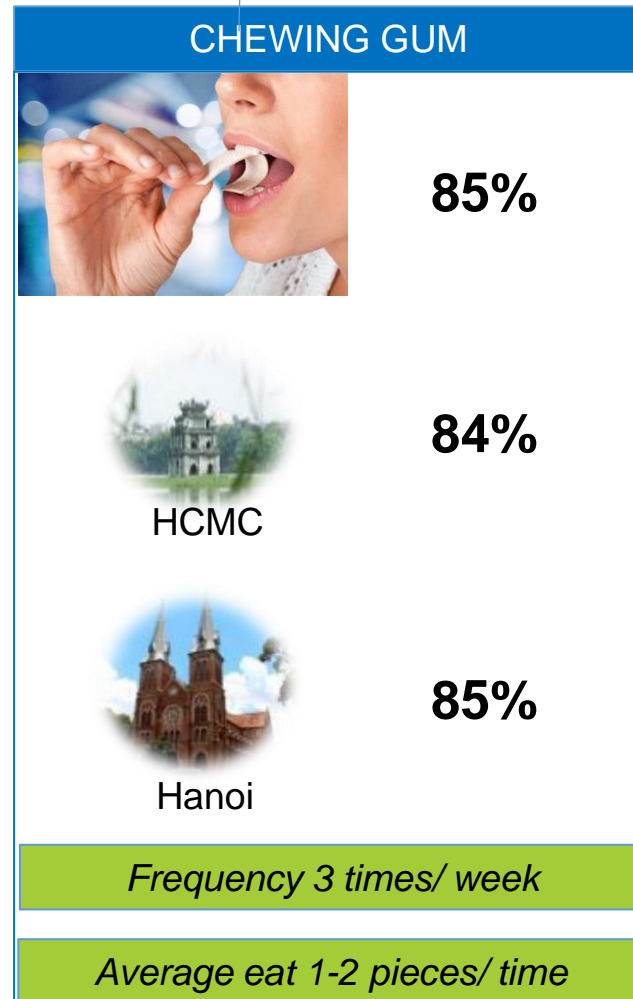


Not only hard candy, gummies for kids also have this flavour

# Gum market

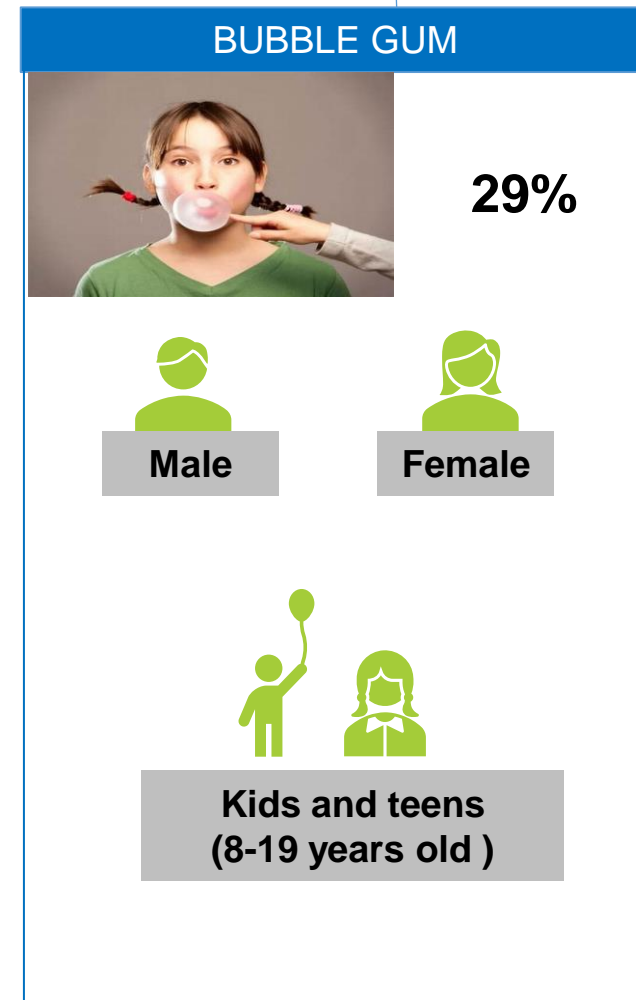
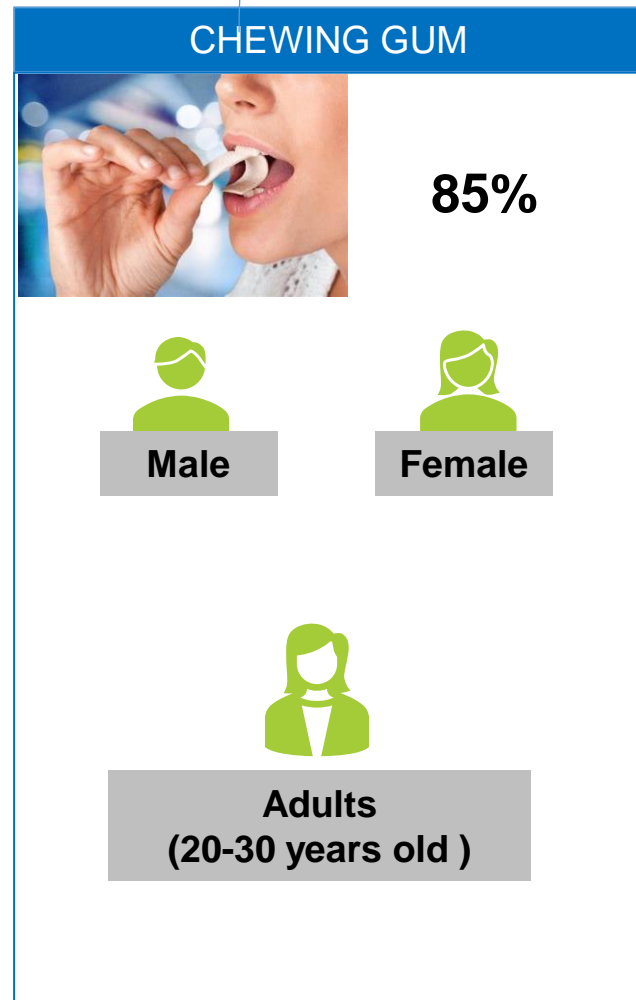
# Share and preference by type

## GUM USAGE IN PAST 1 MONTH



# Share and preference by type

GUM USAGE IN PAST 1 MONTH



# Preferred packaging for chewing gum

## Most favourite packaging



**Medium bottle**  
22%



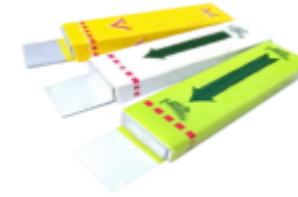
**Blister**  
20%



**Sachet (1/2 pieces)**  
19%



**Small bottle**  
16%



**Stick**  
10%



**Big bottle**  
9%

**Don't care**  
5%

## Most favourite filling type



**Gum no liquid center**  
60%



**Gum with liquid center**  
27%

**Don't care** 14%

## Most favourite variant



**Gum with sugar**  
66%



**Gum sugar free**  
20%

**Don't care** 14%

# Share and preference by type

GUM USAGE IN PAST 1 MONTH


**CHEWING GUM**




**85%**



**BUBBLE GUM**



**29%**



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