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Vietnam 2018 by categoryVietnam : growth in the soft drinks market for the whole of 2010-2014Sal growth vietnam 2011-2018 In 2019, vietnam's economy grew significantly after the total value of gross domestic product (GDP) exceeded the target by 6.8%, the consumer price index was well controlled and retail trade achieved double turnover. At the beginning of 2020, the strike over the COVID-19 pandemic has dragged down economic growth. Unexpected growth of fast-moving consumer goods (FMCG) was a blessing in disguise. A report by market research firm Kantar shows that the value of the FMCG industry in the first two months of 2020 has risen to 5.2 per cent, almost as high as the value for the whole of 2019, which was 6.3 per cent. Fast-growing product groups include dairy products 8.5%, packaged foods 10.8% and personal care products 14.5%. At the same time, beverage products grew more slowly, as in the first two months of this year consumers sought to avoid social gatherings and stay indoors to limit the spread of this pandemic. In addition, Kantar's report shows the overall picture of the FMCG industry. Despite its significant increase in the tet holiday season 2020, the rate is still lower than at the same time in 2019. The main cause is the outbreak of the COVID-19 outbreak in early 2020 in Vietnam in 16 positive ways. The incidents have spread confusion among Vietnamese, causing them to avoid traveling and keep their distance from others. The whole effect led to a significant reduction in visiting activities, the giving of Tet gifts or the celebration of holidays. However, as of February 1, 2020, the purchasing power of FMCG products began to grow strongly after the government announced the epidemic. Especially in the post-Tet period from 4 March 2020 to 23 February 2020, the FMCG industry has risen dramatically by 10 per cent compared to the post-tet period last year. In particular, dairy products grew by 10.3 %, packaged foods rose by 26.2% and personal hygiene products increased by 29.2% over the same period in 2019. The commodity, which also showed significant growth, was a group of household goods, which grew by 11.4%. Against these variations, user psychology explained a lot about it. As soon as the government became informed of the severity of the disease, people began shopping and stockpiling large amounts of necessities to cope with the worst of the national blockade if the epidemic becomes increasingly dangerous. In addition, Kantar also recorded changes in consumers' purchasing habits. In particular, e-commerce grew by 122 per cent, health products and medicines grew by 166 per cent and the turnover of drug stores grew by 168 per cent. In supermarkets, sales have risen by 30% and smaller ones have increased by 32%. The scenario may come true that while Vietnam's leading economic sectors have currently been on slow growth, the services and FMCG industries have experienced unexpected growth, and this is also the highlight of vietnam's economy in the first months of 2020. This content is also available: Tiếng Việt This content is also available: Tiếng Việt In the table of contents Some notable points in Kantar Worldpanel FMCG Vietnam Report/Insight Handbook: Total revenue from Vietnamese services and consumer goods increased by 11.6%, tourism increased by 10.8%. Consumers continue to spend most of their money on food and consumers (27.1% in 4 major cities and 26.9% in rural areas) FmCG's total value will increase by 5.5% in 4 major cities and by 8.8% in rural areas (the 2020-2025 growing season is expected to increase by 5-6%). Drinks and personal care equipment are the categories with the highest growth. The busier life is, customers are looking for comfort 78% of consumers support brands that tend to protect the environment. The beauty care area is still fragmenting. FmCG omni channel trend. Vietnam's economic outlook remains bright, with solid growth over the past decade FMCG Vietnam report in 2020 According to the chart above, you can see positive signs of vietnam's economy as all indicators reflect positive signs. Vietnam's basic CPI change was reported at 3.254% in January 2020. This is an increase from the previous 2.783 per cent in December 2019. On top of this, this year's GDP remains positive, but not significantly from 7.1% to 7.0%, which represents a general increase in the Vietnamese economy. More specifically, in the FMCG sector, retail trade growth in goods and services is slightly 0.3%, which means an increase in consumer consumption needs in 2019, which is a positive sign for businesses. According to the forecast, Vietnam's economy is bright and growth is stable. In 2020-2025, GDP will grow by 6-7 per cent and the Consumer Price Index by 3 to 4 per cent. Services and consumer goods are considered to be the most important factors affecting Vietnam's economic development in 2019. The graph below shows growth rates between urban and rural areas. The indicator shows that it is quite different from two areas, especially in the short term. If there are only signs of value recovery in urban areas and volume growth is slow, both values in rural areas show very strong growth. In particular, market value growth in rural areas is almost a third from 6.4% to 8.8%, while the growth rate of volume is almost double that of 4-7%. In the long term, however, the FMCG market remains stable in both urban and rural areas. FmCG's total value will increase by 5.5% in 4 major cities and by 8.8% in rural areas (the 2020-2025 growing season is projected to grow by 5-6%). Drinks and personal care products are the categories with the highest growth. Traditional trade remains effective in the FMCG sector. Recently, however, more and more modern commercial competitors have appeared, including retail outlets, specialized stores and online shopping. Vietnamese consumers welcome the prospects for the future. Food safety, health and environmental issues are their main concerns. Vietnam's FMCG market report in 2020 also points out that Vietnamese consumers mainly spend money on food and consumer goods (27.1% in large cities and 26.9% in rural areas). In addition to necessities, consumers more FMCG spending on drinks and personal care The FMCG report Vietnam shows that personal care products in both urban and rural areas were growing the most, and then dairy and dairy products. This proves that the brands in these two categories are doing well this year. Lemongrass oil It should be noted that in rural areas in 2019, the growth rate of the dairy and beverage industry is still good, at 14.7 per cent and 9.2 per cent 2019. This shows that there are clear differences in the consumption trends of the industry between the two regions. So drink brands need to have appropriate strategies to catch up with this trend. We live in a time of 4.0 industries where technology continues to flourish and people use the Internet every time and everywhere. It is not difficult to understand why e-commerce has become the strongest development channel in urban areas, which represents an increase of 38%. Proof of this is the strong development of e-commerce platforms such as Tiki, Shopee, Lazada, Sendo.... In addition, the urban consumer shopping trend also shows signs of moving department stores, small grocery stores, traditional markets to specialty stores, minimarkets/shops and more convenience or supermarkets/hypermarkets. Because people in rural areas are increasingly familiar with traditional shopping channels. Channels.

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