Food and Groceries

Good nutrition has always been important, but people across Vietnam have realized that what they eat and drink could affect their body's ability to prevent, fight and recover from illness. They are also spending more time in the kitchen to take their culinary skills up a notch.

In a Google Trends report, the search for healthier food and beverages is increasing by 17% year on year. The search term “powdered milk and syrups” has increased by 12% year on year. The search for “healthy,” “healthy,” and “healthy” has increased by 41%.

There is growing interest for essential ingredients and cooking appliances. Vietnamese are increasingly turning to social media, with Mukbang and ASMR продолжение to resonate with YouTube users.

Across major cities of Vietnam, people are cooking and dining more at home than ever, but online delivery services remain popular too.

Did you know?

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IMPLICATIONS

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