



# Consumer Foodservice By Location in Vietnam

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Revival of inbound tourism boosts performance of consumer foodservice through leisure, lodging and travel locations.  
Retail locations remain a firm favourite, but growth slows compared to previous year  
Standalone continues to dominate consumer foodservice.

### PROSPECTS AND OPPORTUNITIES

Growth in number of retail will contribute to expansion of consumer foodservice.  
Greater investment in consumer foodservice in retail locations  
Rural and suburban areas offer much scope for growth

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