WEBINARS

GETTING TO KNOW YOUR CONSUMER: A PROFILE OF VIETNAM'S DEMOGRAPHICS AND FOOD CULTURE

Wednesday, Apr 16, 2025 | 10:00 AM - 11:00 AM
Registration: Wednesday, Apr 2 - Tuesday, Apr 15, 2025 | 8:00 AM
online | United States of America | North America

https://www.wusata.org/e/0DB8EYY

EVENT DETAILS

Getting to Know Your Consumer: A Profile of Vietnam's Demographics and Food Culture

April 16, 2025, 10:00AM to 11:00AM PDT

The meeting link will be sent within 24 hours of registration

Presented by Bryant Christie Inc. and Lieu Marketing

This webinar is targeted at companies based in the Western United States who are interested in entering the Vietnamese market. The presentation will focus on familiarizing attendees with the Vietnamese consumer, focusing on consumer demographics, spending habits, and lifestyle trends. Additionally, the seminar will provide a snapshot of Vietnamese food culture, highlighting the traditional Vietnamese diet, trends in demand for imported foods, and opportunity growth areas for Western U.S. food products. Finally, a speaker from Lieu Marketing, based in Vietnam, will present a case study highlighting strategies for entering the Vietnamese Market.

Detailed Meeting Overview:

1. Welcome & Introduction (5 minutes)

- Brief introduction of the speakers
- Overview of the webinar objectives:
  - Understanding Vietnam's consumer demographics
  - Exploring Vietnam's food culture and dietary trends
  - Identifying opportunities for U.S. food exporters

2. Vietnam's Consumer Demographics (15 minutes)

- Population overview: size, age distribution, urban vs. rural trends
- Income levels and middle-class growth
- Changing lifestyles and the rise of convenience foods
- Key consumer segments and spending habits

3. Vietnam's Food Culture & Consumption Trends (20 minutes)

- Traditional Vietnamese diet: staple foods and meal structure
- Influence of globalization on food choices
- Growth in demand for imported foods: key product categories
- Health & wellness trends: organic, plant-based, and functional foods
- Role of e-commerce and modern retail in food purchasing behavior

4. Market Entry Strategies for U.S. Food Exporters (Lieu Marketing) (15 minutes)

- Popular U.S. food products in Vietnam
- Distribution channels: traditional markets vs. supermarkets vs. online

- Navigating import regulations and labeling requirements
- Key challenges and how to overcome them

5. Q&A Session (5 minutes)

Open floor for attendee questions

Learning Outcomes:

- Understand Vietnam's Consumer Demographics – Gain insights into population trends, income levels, and key consumer segments driving food demand.
- Recognize Key Food Culture & Consumption Trends – Identify staple foods, emerging dietary preferences, and the impact of globalization on Vietnam's food market.
- Identify Market Opportunities for U.S. Food Exports – Learn which American food products are in demand and how Vietnamese consumers perceive imported goods.
- Navigate Vietnam's Food Import Landscape – Understand key distribution channels, import regulations, and labeling requirements for successfully entering the market.
- Develop Market Entry Strategies – Gain actionable insights on positioning U.S. food products effectively, leveraging e-commerce, and overcoming common challenges.