

CASE STUDY

Vietnam – Evaluating A Packaged Foods Market Segment

A global Consumer Goods company engaged EOS Intelligence to develop an intelligence report on a specific packaged foods market segment in Vietnam in order to identify and evaluate the underlying business opportunities in the market

EOS Intelligence Studied A Packaged Foods Market Segment In Vietnam For A CPG Company

CHALLENGE – Defining Project Objective & Scope

EOS Intelligence worked with a leading Consumer Goods player to support their growth strategy aimed at a specific packaged food segment; the client sought to identify product category opportunities that would help in their strategic and tactical decision-making pertaining to operations in Vietnam.

Client's Objectives

Develop a **multi-dimensional understanding of the market**, assessing size, growth, trends and drivers, and challenges that might impact operations

Assess the competitive landscape, to evaluate key success factors and competitive advantages of existing players, and to **identify potential local partners**

Understand consumer dynamics and behaviour by analyzing consumer affluence and spending power, confidence index, trends in preferences and shopping habits

APPROACH – Conducting Research & Analysis

1 Project Scoping

- Conducting preliminary data search to assess information availability, a stage of vital importance in designing research approach and in project execution
- Outlining and discussing the proposed approach to ensure fulfilment of client's business and research objectives

2 Research

- Secondary Research – identifying relevant, credible and up-to-date sources, and deriving information from industry associations, company reports and articles, news and social media, government and statistical organizations, and EOS Intelligence's proprietary databases
- Primary Research – contacting market participants (manufacturers, suppliers and distributors), and industry analysts/experts to validate information gathered through secondary sources and to fill-in any research gaps, through a series of first-hand interviews
 - Primary research was conducted both in English and Vietnamese (using skilled Vietnamese linguists, to gather first hand insights)

3 Report Compilation

- Collating, interpreting and analysing information, keeping in perspective the client's objectives
- The findings and insights were highlighted in a comprehensive intelligence report, presented in a visually-rich format

OUTCOME – Deriving Insights & Synthesizing Findings

- The detailed **market intelligence** provided by EOS Intelligence to the client **fed into a market opportunity assessment**, whose justification was based on a **market indicators analysis** and a thorough discussion on the **trends and dynamics shaping the Vietnamese market** in the chosen product category.
 - EOS Intelligence's **indication of the potential impact of market forces' on the client's operations** guided a range of strategic decisions. These were further informed by a **comprehensive analysis of the competitive landscape and competitors' best practices** in coping with the market environment and its challenges.
 - Analysis was supported by **structured synthesis of findings, using Porter's 5 Forces** framework, which provided a holistic and multi-faceted view on market attractiveness, and was **complemented by quotes and insights from primary research interviews**, an approach appreciated by the client.
 - Using a range of statistical and demographic data points, a **profile of the Vietnamese consumer** was also presented, **helping the client understand the end-users of their product**. This was crucial for the client to tune their strategic decisions to the Vietnamese market scenario.
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- **The support provided by EOS Intelligence was well-received by the client, as it informed a range of critical decisions pertaining to client's operations in the Vietnamese market.**
 - **The results allowed to identify unmet demand in the product category under study and to recognize good growth prospects.**
 - **An in-depth look into the competitive landscape helped identify several potential local partners for the client to approach, which subsequently turned into a partnership agreement.**

About EOS Intelligence

EOS Intelligence is a professional services firm that delivers bespoke research solutions targeted at corporate planners and decision makers, and institutional investors.

Our knowledge resources, spread across sectors such as automotive, consumer goods, energy and healthcare enable us to support a wide range of research and intelligence needs, spanning strategy assessments, supply chain rationalization and investment analyses.

We work closely with corporate and consulting firms, and provide them with customised business research and intelligence solutions that significantly contribute to their strategic and functional decision making.

If you would like to know more about our research solutions, please visit our website www.eos-intelligence.com.