

Discover rural taste !!!

Did you know?

In a year, the MSG consumption of rural households is **40%** higher than that of urban households.

Rural consumers purchase MSG almost **every month**, while urban consumers buy it once per two months.

Source: Kantar Worldpanel – Household Panel – Urban Vietnam
4 key cities & Rural Vietnam – FY 2011



Want further insights from our **Rural Household Purchase Panel** on:
What are the purchase behaviors of rural consumers in MSG and other food categories?
How purchase behaviors vary across regions and key shopping channels?
What is in it for your business and the size of price for your brand portfolio?
...and so much more

Contact vietnam@kantarworldpanel.com for more details