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A market investigation of walnut in Vietnam

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ABSTRACT

Walnut has known as an advantage food for health and that is why it becomes more and more popular now not only in the world but also in Vietnam market. However, almost walnut consumption in Vietnam is imported and Vietnamese consumers prefer imported walnut to domestic one even though they have to pay much more money than using Vietnam's walnut. Why this happens? The present study has finished an overview of the walnut market in Vietnam in which the current situations of both imported walnut and domestic one was located. In addition, the perception and acceptance of consumers for different kinds of walnut also was collected to support the answer for the question above. Overall, the result of this paper leads a suggestion and direction to enhance the position of domestic walnut in Vietnam market.

Key Words: walnut market, competitor analysis, Vietnamese walnut, market research.



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