

베트남 KFC, 「용과 버거」 판매

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□ 키워드 : 용과, 패스트푸드, 제빵

○ 베트남 내 음식문화

- 베트남 전쟁(1975), 베-중 국경전쟁(1979), 그리고 이번 CV-19 등 술한 “전쟁” 을 경험해본 베트남은 식문화 또한 빠르고 간단하게 먹는 음식 (일명 패스트푸드)이 익숙한 나라 중의 하나임
- 과거 베트남에서는 고기튀김(Nem), 분짜(Bun Cha) 등 비교적 빠르게 섭취할 수 있는 음식을 패스트푸드로 일컬어진 반면 최근 들어 KFC, 맥도날드, 롯데리아 등 한입에 들고 먹을 수 있는 일명 정크 푸드가 패스트푸드 트렌드로 자리 잡아가고 있음
- 베트남에 진출한 대표적인 패스트푸드점으로는 KFC, Pizza Hut, Domino's Pizza, Lotteria, McDonald's, 등이 있으며 총 210개 이상의 매장이 설립되었고 최근 3년간 33%의 성장률을 기록할 정도로 패스트푸드가 큰 호응을 얻고 있음
- 기업문화의 발달, 경제성장으로 인한 가계소득 증가, SNS 등 현대적 플랫폼기반 홍보, 맞벌이 부부 증가 등으로 인해 빠르고 간편하게 먹을 수 있는 패스트푸드의 성장은 앞으로도 꾸준히 성장할 것으로 전망됨



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associate themselves with foreign rather than local brands.

With more multinationals entering Vietnam, looking to benefit from the country's dynamic consumer growth story, domestic companies are likely to find it more difficult to compete for market share gains. Thai brewer **Singha**, Philippines-based fast-food chain **Jollibee** and Japanese retailer **Aeon** are looking to expand in Vietnam, fuelling competitive pressure for domestic firms. As competition heats up, domestic firms must tailor their product offerings to cater for the unique tastes of the Vietnamese consumer and improve their product quality to compete against their foreign counterparts. Domestic companies typically have a strong competitive advantage over foreign companies with regard to understanding local market needs and preferences, and they could leverage on this competitive edge to grow their market share. Although domestic firms have a weaker competitive advantage in terms of distribution reach, the ongoing spread of organised grocery retail is likely to ease distribution challenges for these companies.

Food Services

Despite Vietnamese consumers having predominantly traditional tastes when it comes to eating out, international fast-food brands are beginning to make inroads into the market. **KFC** was one of the first major Western brands to arrive in the country, opening its first outlet in 1997 and now boasting more than 140 outlets in cities across the country. **Pizza Hut** opened a decade later and currently has around 50 restaurants in the country. Main challenger **Domino's Pizza** opened in Vietnam in 2010 and has around half the number of outlets. South Korea-based **Lotteria** sells burgers, fried chicken and other traditional fast foods. Since its establishment in Vietnam in 1998, it now boasts more than 210 restaurants across the country.

US fast-food giant **McDonald's** launched its first restaurant in Vietnam under franchise in 2014 in the commercial capital Ho Chi Minh City. Vietnam is the 38th Asian market that McDonald's has entered. Despite plans to open 100 outlets across the country in 10 years, it opened only 16 in the first four years, all of which were in Ho Chi Minh City. **Burger King** also had ambitious expansion plans when it entered the Vietnamese market in 2011 (expecting to have opened 60 outlets by 2017), but by 2018 there were only 11 outlets nationwide. The company has reportedly closed some of its outlets but pledges not to exit the market entirely. The failure of these two fast-food chains comes on the back of the wide array of street food in the country, which are often faster for consumers to grab-and-go than queuing up and buying at McDonald's or Burger King. Australian restaurant chain **Oporto** announced plans in July 2019 to launch in Vietnam under local franchisee Ben Thanh Group, with plans to open 24 restaurants across the territory in the next 10 years.

\* 출처 : Fitch Connect - Vietnam Food & Drink Report (푸드 서비스 성장)

## ○ 신메뉴 용과 버거 판매

- 이번 CV-19로 인하여 매년 상반기 주요 수출품목인 용과, 수박 등이 수출되지 못하여 내수시장가가 폭락함으로써 기업 및 민간단체에서 대량구매, 신제품 개발을 하는 등 다양한 노력을 통해 위기를 극복하고 있음
- KFC에서 선보인 용과 버거(Burger Thanh Long) 또한 가격이 폭락한 용과를 활용하여 곡물 빵을 용과 빵으로 바꾸어 판매하고 있음
- KFC Fanpage에 따르면, CV-19로 인하여 가격이 폭락한 용과를 활용하여 베트남 농민들의 걱정을 덜어주고자 이와같은 용과 버거를 개발했다고 밝혔으며 KFC Fanpage(Facebook)에서 게시한지 하루만에 47만뷰, 840개 이상의 호응을 이끌어 냈음.



\* 베트남 내 선전중인 KFC 용과 버거 사진

## ○ 시사점

- 급작스런 CV-19로 인하여 주요 수출품목들의 시장가가 폭락한 가운데 Pizza Company의 용과 피자, KFC의 용과 버거등을 통해 위기를 극복하려는 모습을 보이고 있으며 반사적으로 마케팅 홍보효과도 상승하고 있음. 베트남에 진출한 한국 식품기업에서 이와 같이 베트남 농민들을 위한 제품을 개발하여 판매한다면 현 시점에 그 어떤 마케팅보다도 효과적일 것으로 전망됨

## ○ 출처

- KFC 용과 버거 출시 기사

<https://kenh14.vn/burger-thanh-long-cua-kfc-viet-nam-chua-ra-mat-da-gay-bao-len-han-bao-my-voi-vo-so-loi-khen-them-mot-ly-do-nua-de-toi-viet-nam-2020031711451208.chn>

- KFC Fanpage(페이스북)

[https://www.facebook.com/search/str/kfc+burger+thanh+long/keywords\\_blended\\_photos?f=AbqzRbH NscQuf2pVPTqn5yazyKSnXvRDK-WvBke5xG9YZwZZeL9UK3mXas6RUJdvKiBiiPqskT-BVZxpBjPPO c3hLI-RCJovq9TL\\_sB4-PIPicHSZgxFlahnK\\_OtODdHBg\\_RJkWr3pztsT-6japMl24&epa=SEE\\_MORE](https://www.facebook.com/search/str/kfc+burger+thanh+long/keywords_blended_photos?f=AbqzRbH NscQuf2pVPTqn5yazyKSnXvRDK-WvBke5xG9YZwZZeL9UK3mXas6RUJdvKiBiiPqskT-BVZxpBjPPO c3hLI-RCJovq9TL_sB4-PIPicHSZgxFlahnK_OtODdHBg_RJkWr3pztsT-6japMl24&epa=SEE_MORE)