

Preliminary appraisal of Vientiane market opportunities for Xiengkhuang food products (chick rice, garlic, green vegetables)

Phengkhouane MANIVONG
October 2007

Summary

The report presents the results of preliminary surveys on the market potential for Xiengkhuang garlic, chick sticky rice and green vegetables. A total of 100 retailers and restaurant operators were interviewed, as well as 200 consumers (100 at wet markets and 100 at other places including minimarts and public places). Fourteen out of 16 minimart vendors declare that they are interested in chick rice. Consumers appreciate this rice because of its reputation of being a natural product grown without chemicals. Consumers appreciate the flavour of Xiengkhuang garlic. The three types of products are considered to be difficult to find on a regular basis, which suggests room for market improvement.