

Alcoholic Drinks in Vietnam

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Report description:

After seeing strong growth for most of the review period, alcoholic drinks recorded a decline in total volume terms in Vietnam in 2020 and 2021. There were two main reasons for the fall in sales - new legislation and COVID-19, both of which had a significant negative affect on on-trade sales of alcoholic drinks. A new law came into force in January 2020 which toughened the restrictions on drinking and driving, implementing a zero tolerance approach. From this date, people in Vietnam were no long...

Euromonitor International's Alcoholic Drinks in Vietnam report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Heineken and Sabeco jostle for the lead

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