

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.

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Table of Contents:

Alcoholic Drinks in Vietnam
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List Of Contents And Tables

ALCOHOLIC DRINKS IN VIETNAM

EXECUTIVE SUMMARY

COVID-19 continues to have a negative impact on the consumption of alcoholic drinks in Vietnam in 2021
Players turn to product innovations to stimulate sales
Heineken and Sabeco jostle for the lead
E-commerce on the rise as ban lifted on online sales of stronger alcoholic drinks
Spike in COVID-19 cases drives a shift from the on-trade to the off-trade
A positive outlook for the forecast period

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 1 Number of On-trade Establishments by Type 2015-2021

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2021

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 4 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 10 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 11 GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 12 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 13 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

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Table 15 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 17 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN VIETNAM

KEY DATA FINDINGS

2021 DEVELOPMENTS

New drink driving law continues to put a dent in on-trade beer sales

COVID-19 measures hit on-trade sales while e-commerce boosts sales through the off-trade

Heineken extends its lead thanks to ongoing investment in new product development, sustainability and marketing

PROSPECTS AND OPPORTUNITIES

Beer is expected to recovery gradually over the forecast period

Competition between two top leading players will be more intense

Product innovation expected to stimulate growth

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 □Lager by Price Band 2021

CATEGORY DATA

Table 18 Sales of Beer by Category: Total Volume 2016-2021

Table 19 Sales of Beer by Category: Total Value 2016-2021

Table 20 Sales of Beer by Category: % Total Volume Growth 2016-2021

Table 21 Sales of Beer by Category: % Total Value Growth 2016-2021

Table 22 Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

Table 23 Sales of Beer by Off-trade vs On-trade: Value 2016-2021

Table 24 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 25 Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021

Table 26 Sales of Beer by Craft vs Standard 2016-2021

Table 27 □GBO Company Shares of Beer: % Total Volume 2017-2021

Table 28 □NBO Company Shares of Beer: % Total Volume 2017-2021

Table 29 □LBN Brand Shares of Beer: % Total Volume 2018-2021

Table 30 □Forecast Sales of Beer by Category: Total Volume 2021-2026

Table 31 □Forecast Sales of Beer by Category: Total Value 2021-2026

Table 32 □Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026

Table 33 □Forecast Sales of Beer by Category: % Total Value Growth 2021-2026

WINE IN VIETNAM

KEY DATA FINDINGS

2021 DEVELOPMENTS

COVID-19 measures and the new drink driving law put further pressure on sales of wine

Still red wine benefits from being a popular gift option while e-commerce continues to gain share

Local players benefit from import challenges

PROSPECTS AND OPPORTUNITIES

Wine is expected to bounce back but challenges remain

Local players will focus on off-trade channels to grow sales

Competition likely to remain fragmented in wine

CATEGORY DATA

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| |
|--|
| Table 34 Sales of Wine by Category: Total Volume 2016-2021 |
| Table 35 Sales of Wine by Category: Total Value 2016-2021 |
| Table 36 Sales of Wine by Category: % Total Volume Growth 2016-2021 |
| Table 37 Sales of Wine by Category: % Total Value Growth 2016-2021 |
| Table 38 Sales of Wine by Off-trade vs On-trade: Volume 2016-2021 |
| Table 39 Sales of Wine by Off-trade vs On-trade: Value 2016-2021 |
| Table 40 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021 |
| Table 41 Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021 |
| Table 42 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2016-2021 |
| Table 43 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2016-2021 |
| Table 44 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2016-2021 |
| Table 45 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2016-2021 |
| Table 46 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021 |
| Table 47 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021 |
| Table 48 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2018-2021 |
| Table 49 □GBO Company Shares of Champagne: % Total Volume 2017-2021 |
| Table 50 □NBO Company Shares of Champagne: % Total Volume 2017-2021 |
| Table 51 □LBN Brand Shares of Champagne: % Total Volume 2018-2021 |
| Table 52 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021 |
| Table 53 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021 |
| Table 54 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2018-2021 |
| Table 55 □Forecast Sales of Wine by Category: Total Volume 2021-2026 |
| Table 56 □Forecast Sales of Wine by Category: Total Value 2021-2026 |
| Table 57 □Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026 |
| Table 58 □Forecast Sales of Wine by Category: % Total Value Growth 2021-2026 |

SPIRITS IN VIETNAM

KEY DATA FINDINGS

2021 DEVELOPMENTS

Another tough year for on-trade sales of spirits as consumers remain at home

Off-trade sales flourishing as consumers stay at home with local white spirits remaining the most popular choice

E-commerce on the rise following change in the law

PROSPECTS AND OPPORTUNITIES

Spirits set to see a slow recovery over the forecast period as challenges remain

Competitive landscape likely to remain fragmented due to a lack of marketing opportunities

Shochu/soju expected to benefit from popularity among young adults

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 4 Benchmark Brands 2021

CATEGORY DATA

| |
|---|
| Table 59 Sales of Spirits by Category: Total Volume 2016-2021 |
| Table 60 Sales of Spirits by Category: Total Value 2016-2021 |
| Table 61 Sales of Spirits by Category: % Total Volume Growth 2016-2021 |
| Table 62 Sales of Spirits by Category: % Total Value Growth 2016-2021 |
| Table 63 Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021 |
| Table 64 Sales of Spirits by Off-trade vs On-trade: Value 2016-2021 |
| Table 65 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021 |
| Table 66 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021 |

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Table 67 Sales of Dark Rum by Price Platform: % Total Volume 2016-2021

Table 68 □Sales of White Rum by Price Platform: % Total Volume 2016-2021

Table 69 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2016-2021

Table 70 □Sales of English Gin by Price Platform: % Total Volume 2016-2021

Table 71 □Sales of Vodka by Price Platform: % Total Volume 2016-2021

Table 72 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2016-2021

Table 73 □GBO Company Shares of Spirits: % Total Volume 2017-2021

Table 74 □NBO Company Shares of Spirits: % Total Volume 2017-2021

Table 75 □LBN Brand Shares of Spirits: % Total Volume 2018-2021

Table 76 □Forecast Sales of Spirits by Category: Total Volume 2021-2026

Table 77 □Forecast Sales of Spirits by Category: Total Value 2021-2026

Table 78 □Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026

Table 79 □Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

CIDER/PERRY IN VIETNAM

KEY DATA FINDINGS

2021 DEVELOPMENTS

Cider/perry hard hit by on-trade restrictions

Heineken Vietnam focuses on Facebook as a way to build consumer engagement during lockdown

E-commerce benefits from COVID-19 measures as consumers stay home

PROSPECTS AND OPPORTUNITIES

Cider/perry is projected to recover gradually over the forecast period

Off-trade channels is expected to have bigger pie compared to on-trade channels

New imported brands could add variety while local craft breweries appear in the market

CATEGORY DATA

Table 80 Sales of Cider/Perry: Total Volume 2016-2021

Table 81 Sales of Cider/Perry: Total Value 2016-2021

Table 82 Sales of Cider/Perry: % Total Volume Growth 2016-2021

Table 83 Sales of Cider/Perry: % Total Value Growth 2016-2021

Table 84 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2016-2021

Table 85 Sales of Cider/Perry by Off-trade vs On-trade: Value 2016-2021

Table 86 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 87 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2016-2021

Table 88 Forecast Sales of Cider/Perry: Total Volume 2021-2026

Table 89 □Forecast Sales of Cider/Perry: Total Value 2021-2026

Table 90 □Forecast Sales of Cider/Perry: % Total Volume Growth 2021-2026

Table 91 □Forecast Sales of Cider/Perry: % Total Value Growth 2021-2026

RTDS IN VIETNAM

2021 DEVELOPMENTS

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