

Spirits in Vietnam

Market Direction | 2022-06-28 | 34 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Vietnam was faced with a soaring number of COVID-19 cases in April 2021 as it was hit by the Delta variant, with the number of cases being especially high in Ho Chi Minh and southern regions of the country. In response to this crisis, the Vietnamese government closed bars, clubs and karaoke clubs starting from May 2021, with these venues remaining closed until 2022. Furthermore, in Ho Chi Minh, on-trade channels including restaurants had to close for several months, with the sales of alcoholic d...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Spirits in Vietnam
Euromonitor International
June 2022

List Of Contents And Tables

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 1 Benchmark Brands 2021

CATEGORY DATA

Table 1 Sales of Spirits by Category: Total Volume 2016-2021

Table 2 Sales of Spirits by Category: Total Value 2016-2021

Table 3 Sales of Spirits by Category: % Total Volume Growth 2016-2021

Table 4 Sales of Spirits by Category: % Total Value Growth 2016-2021

Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021

Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2016-2021

Table 7 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 8 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021

Table 9 Sales of Dark Rum by Price Platform: % Total Volume 2016-2021

Table 10 □Sales of White Rum by Price Platform: % Total Volume 2016-2021

Table 11 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2016-2021

Table 12 □Sales of English Gin by Price Platform: % Total Volume 2016-2021

Table 13 □Sales of Vodka by Price Platform: % Total Volume 2016-2021

Table 14 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2016-2021

Table 15 □GBO Company Shares of Spirits: % Total Volume 2017-2021

Table 16 □NBO Company Shares of Spirits: % Total Volume 2017-2021

Table 17 □LBN Brand Shares of Spirits: % Total Volume 2018-2021

Table 18 □Forecast Sales of Spirits by Category: Total Volume 2021-2026

Table 19 □Forecast Sales of Spirits by Category: Total Value 2021-2026

Table 20 □Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026

Table 21 □Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

ALCOHOLIC DRINKS IN VIETNAM

EXECUTIVE SUMMARY

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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 22 Number of On-trade Establishments by Type 2015-2021

TAXATION AND DUTY LEVIES

Summary 2 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 23 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 24 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 25 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 26 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 27 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 28 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 29 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 30 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 31 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 32 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 33 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 34 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 35 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 36 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 37 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 38 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 3 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Spirits in Vietnam

Market Direction | 2022-06-28 | 34 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-06"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com