

Beer in Vietnam

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

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Report description:

Beer sales stabilised in total volume terms in 2021, although the tough new drink driving law, together with COVID-19 meant that sales still remained well below pre-pandemic levels. The new Law on Alcohol Harm Prevention, which bans all motorcyclists and car drivers from having any level of alcohol in their breath or blood, took effect on 1 January 2020. Motorcyclists, for instance, can face fines as high as VND8 million, double the previous maximum, and a possible licence suspension of two years...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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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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

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Competition between two top leading players will be more intense

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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

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