

Cider/Perry in Vietnam

Market Direction | 2022-06-28 | 27 pages | Euromonitor

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Report description:

Cider/perry registered a sharp decline in total volume terms in 2021, with the introduction of strict COVID-19 measures in May 2021 putting a significant dent in sales. These measures included the closure of bars, clubs and karaoke clubs and restrictions on serving alcohol in foodservice outlets. Prior to the outbreak of COVID-19 sales of cider/perry had been dominated by the on-trade channel, with it often being consumed with friends as a refreshing drink when socialising. As a result, while of...

Euromonitor International's Cider/Perry 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.

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

Why buy this report?

- * Get a detailed picture of the Cider/Perry 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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CIDER/PERRY IN VIETNAM

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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

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

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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

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