

Spirits in Vietnam

Market Direction | 2022-06-28 | 36 pages | Euromonitor

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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.

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reliable information resources to help drive informed strategic planning.

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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

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

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CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

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

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On-trade establishments

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