

Coffee in Vietnam

Market Direction | 2022-11-28 | 22 pages | Euromonitor

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Report description:

Coffee registered a positive performance in volume terms in 2022, following a slump in demand in 2020 and 2021, when sales registered negative-figure declines. At the peak of the pandemic, all restaurants, bars and pubs were required to close, which had a negative impact on foodservice volumes. Alongside this, suppressed levels of tourism placed downward pressure on on-trade sales. This was due to Vietnam's borders being closed to foreign visitors for an extended period, as well as the understand...

Euromonitor International's Coffee 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: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- * Get a detailed picture of the Coffee 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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COFFEE IN VIETNAM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising price of raw ingredients, combined with inflationary pressures, impacts unit prices

Partial recovery for foodservice in 2022, while e-commerce continues to reap the benefits of recent pandemic-related restrictions

Nestle maintains its top place thanks to ongoing innovation

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Robust recovery expected, especially in the on-trade channel

Foodservice operators to concentrate on developing their coffee brands,

Product innovation will continue to stimulate consumer demand

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