

Carbonates in Vietnam

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Report description:

Carbonates 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 unders...

Euromonitor International's Carbonates 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- * Get a detailed picture of the Carbonates 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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Return to positive growth, thanks to the recovery of on-trade channels

Reduced sugar carbonates continue to gain popularity

Key players pursue a sustainable packaging strategy

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Strong growth predicted for carbonates, in line with rising levels of consumer confidence, but health and wellness trends will have an impact on sales

International players are expected to continue with their marketing and promotional activities, while corporate responsibility will be an important focus

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