

## **Energy Drinks in Vietnam**

Market Direction | 2022-12-05 | 29 pages | Euromonitor

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### **Report description:**

Volume sales energy drinks of energy drinks witnessed a sharp rebound in 2022, following declines in the previous two years. On-trade sales of energy drinks saw a slump in demand during the height of the COVID-19 pandemic, due a dramatic decline in inbound tourism flows and the closure of mandated closure of consumer foodservice channels. With the Vietnamese government able to control the number of COVID-19 cases, thanks to a high vaccination rate, consumers began to return to on-trade outlets i...

Euromonitor International's Energy Drinks 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: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Energy Drinks 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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Euromonitor International  
December 2022

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