

## 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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## Table of Contents:

Energy Drinks in Vietnam  
Euromonitor International  
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### List Of Contents And Tables

#### ENERGY DRINKS IN VIETNAM

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Stronger demand in 2022

Product innovation in the form of new flavours and low sugar variants stimulates consumer interest

Competition becomes more intense

##### PROSPECTS AND OPPORTUNITIES

Continued strong growth, despite health and wellness trends

Reduced sugar energy drinks will establish stronger presence

Key players are expected to focus on driving growth in rural areas.

##### CATEGORY DATA

Table 1 Off-trade Sales of Energy Drinks: Volume 2017-2022

Table 2 Off-trade Sales of Energy Drinks: Value 2017-2022

Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2022-2027

Table 10 Forecast Off-trade Sales of Energy Drinks: Value 2022-2027

Table 11 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2022-2027

Table 12 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2022-2027

#### SOFT DRINKS IN VIETNAM

##### EXECUTIVE SUMMARY

Soft drinks in 2022: The big pictures

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

##### MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 31 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 32 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 33 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 34 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 37 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 38 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 39 Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 40 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

Table 41 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027

Table 42 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

## APPENDIX

Fountain sales in Vietnam

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SOURCES

Summary 1 Research Sources

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

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