

Juice in Vietnam

Market Direction | 2022-12-05 | 30 pages | Euromonitor

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Report description:

Juice recorded a healthy increase in off-trade volumes in 2022, having maintained a positive performance in 2020 and 2021. During the pandemic, retail sales of juice benefitted from a rising interest in health and wellness amongst Vietnamese consumers, due to its perception as being a healthy drink, being rich in various vitamins and with some variants believed to boost the immune system. With many Vietnamese people spending much of their time at home during national lockdowns, this further e...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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