

Beer in Vietnam

Market Direction | 2023-06-22 | 32 pages | Euromonitor

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Report description:

Beer in Vietnam witnessed a full recovery 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 on-trade volumes. Alongside this, suppressed levels of tourism placed downward pressure on demand. With the relaxation of social distancing measures at the beginning of 2022, on-trade outlets in big cities such as Ho Chi Minh...

Euromonitor International's Beer 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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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BEER IN VIETNAM

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Strong recovery in 2022, thanks to relaxation of social distancing measures, improving economic outlook and impact of key sporting events

Rising prices in wake of Ukrainian conflict

Heineken extends its lead thanks to ongoing investment in new product development, while continuing to forge ahead with its sustainability practices

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Continued recovery for the on-trade channel

Premiumisation trend will support the expansion of premium and mid-priced lagers

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