

## **Wine in Vietnam**

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

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### **Report description:**

Wine witnessed a partial recovery in volume terms in 2022, thanks to the relaxation of pandemic-related social distancing measures, which encouraged consumers to return to visiting on-trade outlets such as bars, restaurants and clubs. Sales were further boosted by the return of international tourism to the country, as much of the wine sold through the on-trade is purchased by foreign visitors in high-end restaurants. At the same time, on-trade channels actively engaged in promotional and marketi...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- \* Get a detailed picture of the Wine 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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### WINE IN VIETNAM

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#### 2022 DEVELOPMENTS

Recovery of on-trade channel supports growth of wine, amid increasing competition from beer

Negligible presence for non-alcoholic wine, despite zero-tolerance drink driving laws

Local players see challenges from smaller, imported brands

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Positive performance expected, in line with the recovery of the economy

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