

Asian Speciality Drinks in Vietnam

Market Direction | 2023-12-06 | 29 pages | Euromonitor

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Report description:

Asian speciality drinks has witnessed slower growth in off-trade volume terms in 2023 compared to other years in the review period. This is in part due to the economic pressures facing many households with elevated inflation and a sharp rise in the cost of living putting pressure on disposable income. With consumer budgets being squeezed some consumers have been reducing their consumption of non-essential products, which includes Asian speciality drinks. In addition, the category is also facing...

Euromonitor International's Asian Speciality 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 (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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

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

Why buy this report?

- * Get a detailed picture of the Asian Speciality 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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Asian speciality drinks witness slower growth in volume

Bird's nest remains the most attractive product in Asian speciality drinks

Competition remains limited with little incentive for new players to invest

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