

Carbonates in Vietnam

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Report description:

Carbonates has seen slower growth in both on-trade and off-trade volume terms compared to 2022. This can be attributed to several factors such as elevated inflation, lower income levels, and increased health concerns and a growing focus on sport and fitness. The General Statistic Office reported a significant increase in unemployment among factory and business workers in 2023, which it attributed to the global economic downturn. Although the government reduced the VAT rate from 10% to 8% in June...

Euromonitor International's Carbonates 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.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- * Get a detailed picture of the Carbonates 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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Health and financial issues put the brakes on the growth of carbonates in 2023

7-Up Soda Chanh looking to target younger and more health conscious consumers

Players continue to focus on sustainable packaging

PROSPECTS AND OPPORTUNITIES

Carbonates predicted to see steady growth over the forecast period backed by foreign investment in the economy

Reduced sugar carbonates are expected to grow well due to the rise of health and wellness.

Manufacturers are expected to continue focusing on sustainable packaging

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MARKET DATA

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