

Hot Drinks in Vietnam

Market Direction | 2023-12-06 | 37 pages | Euromonitor

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Report description:

Vietnam is predicted to see GDP growth of 4.5% by the end of 2023, compared to the initial forecast of 6.5% at the beginning of the year, as per the General Statistical Office study. Soft labour markets and concerns about an impending global recession have led to a more conservative consumer behaviour in 2023, with increased savings and decreased spending on non-essential items such as hot drinks. The government looked to support companies and consumers by reducing the VAT rate from 10% to 8% st...

Euromonitor International's Hot 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- * Get a detailed picture of the Hot 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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Demand for coffee impacted by a slowdown in the economy and elevated inflation

Production shortfall leads to a sharp rise in the price of coffee beans

Coffee continues to benefit from new product innovation

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PROSPECTS AND OPPORTUNITIES

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Other hot drinks set to face strong competition from various other products
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