

## **Juice in Vietnam**

Market Direction | 2023-12-06 | 31 pages | Euromonitor

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### **Report description:**

Sales of juice have been negatively impacted by the impact of inflation on the cost of living and by the gloomy economy with growth through both the on-trade and off-trade channels slowing in volume terms in 2023 as people have been forced to save money. Nonetheless, despite these financial pressures sales of juice have continued to grow in on- and off-trade volume terms in 2023, which is in part due to the rising health and wellness trend and a drop in alcohol consumption.

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- \* Get a detailed picture of the Juice 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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Inflation and a gloomy economy limit the growth of juice in 2023, but the category's healthy image remains a big plus point

Smaller pack sizes gaining traction among price-sensitive consumers

E-commerce thriving as players increasingly focus on increasing their online presence

##### PROSPECTS AND OPPORTUNITIES

Juice is expected to benefit from its healthy image and an improving economy

Players are expected to focus on promoting the health claims of their products while packaging will focus on convenience and sustainability

Coconut and other plant waters is set to be the most dynamic category thanks to healthy image

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