

## **Sports Drinks in Vietnam**

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

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### **Report description:**

In 2023, there were a number of large sporting events that were organised across several Vietnamese cities, including Hanoi, Ho Chi Minh City, Can Tho, Da Nang, and Lao Cai. This forms part of the government's strategic strategy to encourage sports participation and to accelerate the recovery of the country's tourism industry now that the pandemic is over. Examples of such events included the Techcombank Marathon in September 2023, the Dalat Music Run in June 2023, and the Vinfast Ironman 70.3 V...

Euromonitor International's Sports 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.

Product coverage: Reduced Sugar Sports Drinks, Regular Sports Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Sports 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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#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sport events help boost the demand for sports drinks in 2023

Suntory PepsiCo Vietnam Beverage Co Ltd retains the market leader in sports drinks

Retail e-commerce is gaining its share.

#### PROSPECTS AND OPPORTUNITIES

Sports drinks expected to benefit from improving economy and an increasing focus on health and fitness

Distribution of sport drinks set to expand into more channels and more areas of the country

Players will continue to cooperate and sponsor sport events to gain attention from consumers.

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