

Cafes/Bars in Vietnam

Market Direction | 2024-02-27 | 23 pages | Euromonitor

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Report description:

Cafes/bars continued to enjoy healthy growth in current value terms in 2023. This was attributable to a rebound in international and domestic tourism, following the revival of the travel industry in the aftermath of the pandemic., Such establishments also benefited from a general increase in mobility, alongside the advent of busier lifestyles. Consumers visited these venues for various reasons, including hanging out with friends, remote working, studying, and business appointments. This trend ca...

Euromonitor International's Cafes/Bars in Vietnam report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Bars/Pubs, Cafes, Chained Cafes/Bars, Independent Cafes/Bars, Juice/Smoothie Bars, Specialist Coffee and Tea Shops.

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

Why buy this report?

- * Get a detailed picture of the Cafes/Bars 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.

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reliable information resources to help drive informed strategic planning.

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One-stop shop concept gains favour with Vietnamese consumers.

Growing popularity of online delivery

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Digital marketing will remain instrumental in boosting performance

Eco-friendly cafe concept will grow in importance

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