

Alcoholic Drinks in Vietnam

Market Direction | 2024-06-18 | 61 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

The market for alcoholic drinks in Vietnam posted a sharp decline in overall volume sales in 2023, in contrast to the buoyant performance of the previous year. This was attributable primarily to the elevated rate of inflation, which impacted household spending. With prices continuing to rise, many consumers, especially those in the lower-income segment, opted to cut back on non-essentials in order to save money. Growth was further impacted by the stricter enforcement by the Vietnamese government...

Euromonitor International's Alcoholic 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Alcoholic Drinks in Vietnam
Euromonitor International
June 2024

List Of Contents And Tables

ALCOHOLIC DRINKS IN VIETNAM

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 1 Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 1 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 3 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 12 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 14 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 15 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 3 Research Sources

BEER IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Beer volumes are negatively impacted economic downturn, high prices of raw materials and Decree 100

Mid-priced lagers are particularly affected

Heineken Vietnam Brewery Co Ltd retains its leadership

PROSPECTS AND OPPORTUNITIES

Improved performance for beer, alongside economic recovery

Non-alcoholic beer has potential for development

Key players will make efforts to expand distribution via retail channels

CATEGORY BACKGROUND

Lager price band methodology

Summary 4 □Lager by Price Band 2023

CATEGORY DATA

Table 17 Sales of Beer by Category: Total Volume 2018-2023

Table 18 Sales of Beer by Category: Total Value 2018-2023

Table 19 Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 20 Sales of Beer by Category: % Total Value Growth 2018-2023

Table 21 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 22 Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 23 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 24 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 25 Sales of Beer by Craft vs Standard 2018-2023

Table 26 □GBO Company Shares of Beer: % Total Volume 2019-2023

Table 27 □NBO Company Shares of Beer: % Total Volume 2019-2023

Table 28 □LBN Brand Shares of Beer: % Total Volume 2020-2023

Table 29 □Forecast Sales of Beer by Category: Total Volume 2023-2028

Table 30 □Forecast Sales of Beer by Category: Total Value 2023-2028

Table 31 □Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 32 □Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

WINE IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wine sees positive growth, despite ongoing economic uncertainty, as tourism revival has positive impact on volumes

Tourism revival has positive impact on on-trade volumes

Local players see challenges from smaller, imported brands, with Italian wines especially growing in popularity

PROSPECTS AND OPPORTUNITIES

Stronger expected performance for wine, thanks improving economy, revival of tourism and influence of Western culture

Sake will see buoyant growth, while demand for non-alcoholic wine will remain negligible

Local companies to focus on off-trade channel

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 33 Sales of Wine by Category: Total Volume 2018-2023
Table 34 Sales of Wine by Category: Total Value 2018-2023
Table 35 Sales of Wine by Category: % Total Volume Growth 2018-2023
Table 36 Sales of Wine by Category: % Total Value Growth 2018-2023
Table 37 Sales of Wine by Off-trade vs On-trade: Volume 2018-2023
Table 38 Sales of Wine by Off-trade vs On-trade: Value 2018-2023
Table 39 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 40 Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023
Table 41 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023
Table 42 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2018-2023
Table 43 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023
Table 44 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023
Table 45 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023
Table 46 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023
Table 47 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023
Table 48 □GBO Company Shares of Champagne: % Total Volume 2019-2023
Table 49 □NBO Company Shares of Champagne: % Total Volume 2019-2023
Table 50 □LBN Brand Shares of Champagne: % Total Volume 2020-2023
Table 51 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023
Table 52 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023
Table 53 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023
Table 54 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023
Table 55 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023
Table 56 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023
Table 57 □GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023
Table 58 □NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023
Table 59 □LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023
Table 60 □Forecast Sales of Wine by Category: Total Volume 2023-2028
Table 61 □Forecast Sales of Wine by Category: Total Value 2023-2028
Table 62 □Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028
Table 63 □Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

SPIRITS IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Enforcement of Decree 100, combined with economic downturn, contributes to decline in spirits sales

Shochu/soju continues to register strong growth

Product innovation is key to attracting consumers

PROSPECTS AND OPPORTUNITIES

Gradual recovery for spirits, although tough drink-driving laws will continue to restrict consumption

Local players will show stronger presence in English gin

Presence of low alcoholic spirits will remain negligible

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 5 Benchmark Brands 2023

CATEGORY DATA

Table 64 Sales of Spirits by Category: Total Volume 2018-2023

Table 65 Sales of Spirits by Category: Total Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 66 Sales of Spirits by Category: % Total Volume Growth 2018-2023
 Table 67 Sales of Spirits by Category: % Total Value Growth 2018-2023
 Table 68 Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023
 Table 69 Sales of Spirits by Off-trade vs On-trade: Value 2018-2023
 Table 70 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023
 Table 71 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023
 Table 72 Sales of Dark Rum by Price Platform: % Total Volume 2018-2023
 Table 73 □Sales of White Rum by Price Platform: % Total Volume 2018-2023
 Table 74 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023
 Table 75 □Sales of English Gin by Price Platform: % Total Volume 2018-2023
 Table 76 □Sales of Vodka by Price Platform: % Total Volume 2018-2023
 Table 77 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023
 Table 78 □GBO Company Shares of Spirits: % Total Volume 2019-2023
 Table 79 □NBO Company Shares of Spirits: % Total Volume 2019-2023
 Table 80 □LBN Brand Shares of Spirits: % Total Volume 2020-2023
 Table 81 □Forecast Sales of Spirits by Category: Total Volume 2023-2028
 Table 82 □Forecast Sales of Spirits by Category: Total Value 2023-2028
 Table 83 □Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028
 Table 84 □Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

CIDER/PERRY IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cider/perry continues to register positive performance
 Heineken Vietnam focuses on marketing activities to strengthen its leading position
 Negligible presence for non-alcoholic cider/perry

PROSPECTS AND OPPORTUNITIES

Strong performance expected, in line with the increasing influence of Western lifestyles
 Cider/perry is expected to see stronger competition from flavoured shochu/soju
 Local players will enhance their presence in cider/perry

CATEGORY DATA

Table 85 Sales of Cider/Perry: Total Volume 2018-2023
 Table 86 Sales of Cider/Perry: Total Value 2018-2023
 Table 87 Sales of Cider/Perry: % Total Volume Growth 2018-2023
 Table 88 Sales of Cider/Perry: % Total Value Growth 2018-2023
 Table 89 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2018-2023
 Table 90 Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023
 Table 91 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2018-2023
 Table 92 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2018-2023
 Table 93 GBO Company Shares of Cider/Perry: % Total Volume 2019-2023
 Table 94 □NBO Company Shares of Cider/Perry: % Total Volume 2019-2023
 Table 95 □LBN Brand Shares of Cider/Perry: % Total Volume 2020-2023
 Table 96 □Forecast Sales of Cider/Perry: Total Volume 2023-2028
 Table 97 □Forecast Sales of Cider/Perry: Total Value 2023-2028
 Table 98 □Forecast Sales of Cider/Perry: % Total Volume Growth 2023-2028
 Table 99 □Forecast Sales of Cider/Perry: % Total Value Growth 2023-2028

RTDS IN VIETNAM

2023 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Presence of RTDs remain negligible in Vietnam

Sales suffer from lack of manufacturer investment

PROSPECTS AND OPPORTUNITIES

Sales will remain negligible outside key urban centres

Product innovation will stimulate consumer interest

Alcoholic Drinks in Vietnam

Market Direction | 2024-06-18 | 61 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2026-02-13
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com