

Beer in Vietnam

Market Direction | 2024-06-18 | 29 pages | Euromonitor

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Report description:

Beer in Vietnam witnessed a sharp decline in volume terms in 2023, in contrast to the healthy performance of the previous year. This was attributable primarily to the elevated rate of inflation, which impacted discretionary spending. With prices of energy and food continuing to rise, many consumers, especially those in the lower-income segment, opted to cut back on non-essentials in order to save money. Beer prices also increased, due to the high costs of imported raw materials, such as malt and...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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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BEER IN VIETNAM

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Mid-priced lagers are particularly affected

Heineken Vietnam Brewery Co Ltd retains its leadership

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