

Cider/Perry in Vietnam

Market Direction | 2024-06-18 | 22 pages | Euromonitor

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Report description:

Cider/perry remained a relatively niche product in terms of volume sales in Vietnam in 2023, due to the overwhelming popularity of beer in the country. While it can be advertised, due to its low ABV, its higher unit price compared to beer is a significant disadvantage when it comes to consumer trial. Nevertheless, the category witnessed a strong performance in volume terms in 2023, despite the inflationary environment. This was partly due to the fact that key consumers of cider are middle- and h...

Euromonitor International's Cider/Perry 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: Non Alcoholic Cider/Perry, Regular Cider/Perry.

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

Why buy this report?

- * Get a detailed picture of the Cider/Perry 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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Heineken Vietnam focuses on marketing activities to strengthen its leading position

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