

Spirits in Vietnam

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Report description:

The market for spirits 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 forced many consumers to cut back on discretionary spending in order to save money. With the bulk of volume sales within the category accounted for by local white spirits, which are typically favoured by low-income consumers, demand for spirits was disproportionately affected,...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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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

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

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