

Wine in Vietnam

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

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Report description:

Unlike beer and spirits, the market for wine in Vietnam managed to register positive growth in total volume terms in 2023, despite the ongoing inflationary environment. This was partly due to the fact that key consumers of wine are middle- and high-income consumers, who are less likely than low-income individuals to be affected by economic fluctuations. However, the rate of volume growth was slower than the previous year, with demand remaining below pre-pandemic levels.

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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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

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