

Coffee in Vietnam

Market Direction | 2024-11-12 | 21 pages | Euromonitor

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Report description:

Retail volume sales of coffee in Vietnam are set to see little movement in 2024, while retail current value sales are expected to maintain solid growth. In 2024, the unit price of raw coffee, particularly Robusta, has surged significantly due to several factors. These include production losses attributed to the El Nino phenomenon, wars, and the security crisis in the Red Sea, all of which have led to increased shipping and other associated costs. Moreover, many financial speculators are now turn...

Euromonitor International's Coffee 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: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- * Get a detailed picture of the Coffee 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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COFFEE IN VIETNAM

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Product innovation stimulates interest and consumer demand

Trung Nguyen Corp leverages its chained coffee shops to strengthen its brand name

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