

## **Concentrates in Vietnam**

Market Direction | 2024-11-12 | 29 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

In 2024, concentrates in Vietnam is set to see growth in off-trade volume sales, mainly due to a rise in domestic tourism, as well as an increase in inbound tourists visiting the country. In the first nine months of 2024, Vietnam welcomed over 12.5 million international visitors, which was a significant rise from the previous year, as reported by the Ministry of Tourism in September 2024. This increase has contributed to growth in sales of concentrates. However, many local people remain worried...

Euromonitor International's Concentrates 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- \* Get a detailed picture of the Concentrates 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Concentrates in Vietnam  
Euromonitor International  
November 2024

### List Of Contents And Tables

#### CONCENTRATES IN VIETNAM

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Off-trade sales of concentrates see growth as tourist numbers rise

Consumers are ready to try innovative products

Retail e-commerce gains a larger share of sales of concentrates

##### PROSPECTS AND OPPORTUNITIES

Concentrates predicted to see solid growth in the forecast period

Players will continue to launch new products to attract consumers

Concentrates expected to be more competitive in the future

##### CATEGORY DATA

##### Concentrates conversions

Summary 1 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024

Table 2 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024

Table 3 Off-trade Sales of Concentrates by Category: Value 2019-2024

Table 4 Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024

Table 5 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024

Table 6 NBO Company Shares of Off-trade Concentrates: % Value 2020-2024

Table 7 LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024

Table 8 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024

Table 9 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024

Table 10 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024

Table 11 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024

Table 12 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029

Table 13 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029

Table 14 □Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029

Table 15 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

##### SOFT DRINKS IN VIETNAM

##### EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

##### MARKET DATA

Table 16 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 17 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 18 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 19	Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
Table 20	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
Table 21	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
Table 22	Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
Table 23	Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
Table 24	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
Table 25	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
Table 26	Off-trade Sales of Soft Drinks by Category: Value 2019-2024
Table 27	Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
Table 28	Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
Table 29	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
Table 30	NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024
Table 31	LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
Table 32	NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
Table 33	LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
Table 34	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
Table 35	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
Table 36	NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
Table 37	LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
Table 38	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
Table 39	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
Table 40	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
Table 41	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
Table 42	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
Table 43	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
Table 44	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
Table 45	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
Table 46	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
Table 47	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
Table 48	Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
Table 49	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
Table 50	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
Table 51	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

## APPENDIX

### Fountain sales in Vietnam

Fountain sales continue to grow thanks to the expansion of fast food stores and cinemas

### DISCLAIMER

### SOURCES

### Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Concentrates in Vietnam

Market Direction | 2024-11-12 | 29 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com