

## **Soft Drinks in Vietnam**

Market Direction | 2024-11-12 | 86 pages | Euromonitor

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### **Report description:**

In 2024, soft drinks in Vietnam is set to see positive off-trade and on-trade volume growth, largely due to an increase in inbound and local tourist numbers in the country. A Ministry of Tourism report from September 2024 indicates that Vietnam welcomed over 12.5 million international visitors in the first nine months of 2024, which is a 43% increase from the previous year. This notable increase has contributed to the growth of soft drinks both on-trade and off-trade, as international visitors c...

Euromonitor International's Soft Drinks 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Soft Drinks 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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## Table of Contents:

Soft Drinks in Vietnam  
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### List Of Contents And Tables

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

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 10 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 11 □Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 12 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 13 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 14 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Table 15 □NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 16 □LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024

Table 17 □NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024

Table 18 □LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024

Table 19 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 20 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 21 □NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 22 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 23 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 24 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 25 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 26 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 27 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 28 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 29 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 30 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 31 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

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Table 32 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 33 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 34 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 35 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 36 □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

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## SOURCES

Summary 1 Research Sources

## CARBONATES IN VIETNAM

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Both on-trade and off-trade sales of carbonates show positive performances

Reduced sugar and sugar-free products continue to be welcomed by Vietnamese consumers

Retail e-commerce gains a larger share of sales in carbonates

### PROSPECTS AND OPPORTUNITIES

Carbonates expected to record steady growth in volume and current value terms

Innovative products will help to attract consumers' attention

Companies likely to continue to work on sustainable development to improve their brand reputation

## CATEGORY DATA

Table 37 Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024

Table 38 Off-trade vs On-trade Sales of Carbonates: Value 2019-2024

Table 39 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024

Table 40 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024

Table 41 Off-trade Sales of Carbonates by Category: Volume 2019-2024

Table 42 Off-trade Sales of Carbonates by Category: Value 2019-2024

Table 43 Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024

Table 44 Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024

Table 45 Total Sales of Carbonates by Fountain On-trade: Volume 2019-2024

Table 46 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2019-2024

Table 47 □NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024

Table 48 □LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024

Table 49 □NBO Company Shares of Off-trade Carbonates: % Value 2020-2024

Table 50 □LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024

Table 51 □Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029

Table 52 □Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029

Table 53 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029

Table 54 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029

Table 55 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2024-2029

Table 56 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2024-2029

## JUICE IN VIETNAM

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Juice experiences positive growth rates as health is important

Innovative packaging stimulates consumer interest and demand

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Juice becomes more competitive in 2024

#### PROSPECTS AND OPPORTUNITIES

Juice set to experience healthy growth over the forecast period

Sales via retail e-commerce, especially TikTok, set to gradually increase in the future

Juice players likely to target children

#### CATEGORY DATA

Table 57 Off-trade Sales of Juice by Category: Volume 2019-2024

Table 58 Off-trade Sales of Juice by Category: Value 2019-2024

Table 59 Off-trade Sales of Juice by Category: % Volume Growth 2019-2024

Table 60 Off-trade Sales of Juice by Category: % Value Growth 2019-2024

Table 61 NBO Company Shares of Off-trade Juice: % Volume 2020-2024

Table 62 LBN Brand Shares of Off-trade Juice: % Volume 2021-2024

Table 63 NBO Company Shares of Off-trade Juice: % Value 2020-2024

Table 64 LBN Brand Shares of Off-trade Juice: % Value 2021-2024

Table 65 Forecast Off-trade Sales of Juice by Category: Volume 2024-2029

Table 66 □Forecast Off-trade Sales of Juice by Category: Value 2024-2029

Table 67 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029

Table 68 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

#### BOTTLED WATER IN VIETNAM

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Bottled water continues to record strong performances as hotter weather is seen

Product innovations tend to attract Vietnamese consumers

Sustainable development is the focus of players in bottled water

#### PROSPECTS AND OPPORTUNITIES

Bottled water set to see healthy growth as consumers look to limit sugar intake

More companies will boost advertising and sales on online platforms

Bottled water set to be more competitive, which will require suitable strategies

#### CATEGORY DATA

Table 69 Off-trade Sales of Bottled Water by Category: Volume 2019-2024

Table 70 Off-trade Sales of Bottled Water by Category: Value 2019-2024

Table 71 Off-trade Sales of Bottled Water by Category: % Volume Growth 2019-2024

Table 72 Off-trade Sales of Bottled Water by Category: % Value Growth 2019-2024

Table 73 NBO Company Shares of Off-trade Bottled Water: % Volume 2020-2024

Table 74 LBN Brand Shares of Off-trade Bottled Water: % Volume 2021-2024

Table 75 NBO Company Shares of Off-trade Bottled Water: % Value 2020-2024

Table 76 LBN Brand Shares of Off-trade Bottled Water: % Value 2021-2024

Table 77 Forecast Off-trade Sales of Bottled Water by Category: Volume 2024-2029

Table 78 □Forecast Off-trade Sales of Bottled Water by Category: Value 2024-2029

Table 79 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2024-2029

Table 80 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2024-2029

#### SPORTS DRINKS IN VIETNAM

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Sports drinks records growth thanks to regular major sports events in 2024

The presence of sugar-free products is increasing in the market

Retail e-commerce helps to boost sales of sports drinks

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## PROSPECTS AND OPPORTUNITIES

Sport drinks set to continue to rise as sports events continue to be held

Players will continue to cooperate with and sponsor sports events to attract consumers' attention

Sports drinks will face stronger competition from other soft drinks categories

## CATEGORY DATA

Table 81 Off-trade Sales of Sports Drinks: Volume 2019-2024

Table 82 Off-trade Sales of Sports Drinks: Value 2019-2024

Table 83 Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024

Table 84 Off-trade Sales of Sports Drinks: % Value Growth 2019-2024

Table 85 NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024

Table 86 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024

Table 87 NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024

Table 88 LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024

Table 89 Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029

Table 90 □Forecast Off-trade Sales of Sports Drinks: Value 2024-2029

Table 91 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029

Table 92 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

## ENERGY DRINKS IN VIETNAM

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Energy drinks experiences continued growth in 2024 due to busier lives

Stronger competition in energy drinks

Regular dynamic marketing activities are undertaken by companies

## PROSPECTS AND OPPORTUNITIES

Energy drinks expected to see solid growth despite increasing maturity

Product innovation expected to stimulate sales

Manufacturers likely to target the younger generation in the future

## CATEGORY DATA

Table 93 Off-trade Sales of Energy Drinks: Volume 2019-2024

Table 94 Off-trade Sales of Energy Drinks: Value 2019-2024

Table 95 Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024

Table 96 Off-trade Sales of Energy Drinks: % Value Growth 2019-2024

Table 97 NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024

Table 98 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024

Table 99 NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024

Table 100 LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024

Table 101 Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029

Table 102 □Forecast Off-trade Sales of Energy Drinks: Value 2024-2029

Table 103 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029

Table 104 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

## 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

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

Table 105 Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024

Table 106 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024

Table 107 Off-trade Sales of Concentrates by Category: Value 2019-2024

Table 108 Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024

Table 109 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024

Table 110 NBO Company Shares of Off-trade Concentrates: % Value 2020-2024

Table 111 LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024

Table 112 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024

Table 113 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024

Table 114 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024

Table 115 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024

Table 116 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029

Table 117 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029

Table 118 □Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029

Table 119 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

#### RTD TEA IN VIETNAM

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

RTD tea continues to record strong performances both off-trade and on-trade

Fresh tea from convenience stores limits the growth of RTD tea in 2024

Manufacturers launch new innovative products to attract consumers

#### PROSPECTS AND OPPORTUNITIES

RTD tea predicted to grow well in the future thanks to a brighter economic performance

Retail e-commerce and digital marketing set to boost volume sales of RTD tea

The presence of kombucha is expected to remain negligible

#### CATEGORY DATA

Table 120 Off-trade Sales of RTD Tea by Category: Volume 2019-2024

Table 121 Off-trade Sales of RTD Tea by Category: Value 2019-2024

Table 122 Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024

Table 123 Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024

Table 124 Leading Flavours for Off-trade RTD Tea: % Volume 2019-2024

Table 125 NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024

Table 126 LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024

Table 127 NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024

Table 128 LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024

Table 129 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029

Table 130 □Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029

Table 131 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029

Table 132 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

#### RTD COFFEE IN VIETNAM

#### KEY DATA FINDINGS

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## 2024 DEVELOPMENTS

RTD coffee experiences growth as the number of tourists increases

Product innovation continues with new Nescafe launch

RTD coffee faces competition from innovative non-RTD coffee products

## PROSPECTS AND OPPORTUNITIES

RTD coffee set to maintain healthy growth, especially on-trade

Competition from other types of coffee expected in the future

Key players will focus on product innovation to generate interest

## CATEGORY DATA

Table 133 Off-trade Sales of RTD Coffee: Volume 2019-2024

Table 134 Off-trade Sales of RTD Coffee: Value 2019-2024

Table 135 Off-trade Sales of RTD Coffee: % Volume Growth 2019-2024

Table 136 Off-trade Sales of RTD Coffee: % Value Growth 2019-2024

Table 137 NBO Company Shares of Off-trade RTD Coffee: % Volume 2020-2024

Table 138 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2021-2024

Table 139 NBO Company Shares of Off-trade RTD Coffee: % Value 2020-2024

Table 140 LBN Brand Shares of Off-trade RTD Coffee: % Value 2021-2024

Table 141 Forecast Off-trade Sales of RTD Coffee: Volume 2024-2029

Table 142 □Forecast Off-trade Sales of RTD Coffee: Value 2024-2029

Table 143 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2024-2029

Table 144 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2024-2029

## ASIAN SPECIALITY DRINKS IN VIETNAM

## KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Vietnamese consumers continue to tighten their spending, but rising tourist numbers drive growth

The presence of rice water drinks is increasing in Vietnam

Online channels help boost sales of Asian speciality drinks

## PROSPECTS AND OPPORTUNITIES

Rise in tourism expected to boost sales of Asian speciality drinks

New product launches expected to attract consumers

Presence of sugar-free products set to increase in the market

## CATEGORY DATA

Table 145 Off-trade Sales of Asian Speciality Drinks: Volume 2019-2024

Table 146 Off-trade Sales of Asian Speciality Drinks: Value 2019-2024

Table 147 Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2019-2024

Table 148 Off-trade Sales of Asian Speciality Drinks: % Value Growth 2019-2024

Table 149 NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2020-2024

Table 150 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2021-2024

Table 151 NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2020-2024

Table 152 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2021-2024

Table 153 Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2024-2029

Table 154 □Forecast Off-trade Sales of Asian Speciality Drinks: Value 2024-2029

Table 155 □Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2024-2029

Table 156 □Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2024-2029

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