

## **Vietnam Beer Market Report and Forecast 2025-2034**

Market Report | 2025-06-06 | 168 pages | EMR Inc.

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### **Report description:**

The Vietnam beer market reached approximately USD 9.54 Billion in 2024. The market is projected to grow at a CAGR of 6.60% between 2025 and 2034, reaching a value of USD 18.08 Billion by 2034.

#### Vietnam Beer Market Growth

With the presence of a growing middle-class population, the demand for alcoholic drinks is significantly growing in the country. Vietnam is a leading country in terms of beer consumption in the ASEAN region. There is a growing demand for craft beer in Vietnam, due to the country's geographical advantages, and abundance of fruits and recipes, which are widely used in craft beer recipes. Additionally, the increasing tourism in Vietnam is contributing to a greater demand for beer. Tourists enjoy beer in Vietnam, predominantly due to the attractive pricing and also due to the interesting ways of beer consumption by the Vietnamese population. According to Vietnam National Administration of Tourism (VNAT), in April 2024, Vietnam witnessed about 1.6 million foreign arrivals, representing an increase of 58.2% compared to April 2023.

In Vietnam, about 58% of the customers consume beer in restaurants, bars, and other venues, of which 29% prefer premium brands. Consumers are on the lookout for high-quality drinks, well-known brands and newer companies. The increase in disposable incomes of the population is contributing to an increased consumption of premium beers, further supporting the beer market development.

The uptick in wealth among Vietnamese consumers is leading to a shift in consumption habits towards higher-value alcoholic drinks and is predominantly evident in cities such as Ho Chi Minh City, Hanoi, and Da Nang.

#### Vietnam Beer Industry Segmentation

Vietnam Beer Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

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#### Market Breakup by Price:

- Premium
- Mid-Priced Beer
- Economy Beer

#### Market Breakup by Trade Channel:

- On-Trade
- Off-Trade

#### Market Breakup by Region:

- Red River Delta
- North Central and Central Coastal Areas
- Southeast
- Mekong River Delta
- Others

#### Vietnam Beer Market Share

Based on province, the market is divided into the Red River Delta, North Central and Central Coastal Areas, Southeast, Mekong River Delta, and others. In the country's Southeast region, rising tourism activities, expanding e-commerce, and increasing affluent population are contributing to the growth of the market. The popularity of craft beer is witnessing a notable expansion with the growing desire of the population to enjoy premium drinks and experience.

#### Leading Companies in the Vietnam Beer Market

The market participants are engaging in capacity expansions, sustainable development of alcoholic beverages, and new product launches in a bid to strengthen their market position.

- Saigon Beer - Alcohol - Beverage Corporation
- Hanoi Beer - Alcohol - Beverage Joint Stock Company
- Heineken N.V
- Carlsberg Group
- Others

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