

Vietnam Non-Alcoholic Beverages Market

Market Report | 2025-11-01 | 350 pages | Data Bridge Market Research

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Report description:

The Vietnam non-alcoholic beverages market is expected to reach USD 42.39 billion by 2032 from USD 24.62 billion in 2024, growing with a substantial CAGR of 7.14% in the forecast period of 2025 to 2032.

Market Segmentation:

Vietnam Non-Alcoholic Beverages Market, By Type (Carbonated Soft Drinks, Bottled Water, Juice-Based Beverages, Coffee and Tea-Based Beverages, Functional Beverages, Dairy-Based Beverages, Plant-Based Beverages, Non-Alcoholic Spirits & Mocktails), Category (Organic and Conventional), Product Type (Ready To Drink and Powdered), Packaging Type (Bottles, Cans, Tetra Packs, Pouches, Bag-In-Box, Miniature Bottles, Concentrate Bottles, and Others), Age Group (Teens (13-18 Years), Young Adults (19-35 Years), Adults (36-55 Years), Seniors (56+ Years), and Others), Functional Need (Social Substitutes For Alcohol, Energy, Relaxation & Sleep, Gut Health, Hydration, Mood Enhancement, Recovery, Immunity Support, Anti-Aging/Beauty, Weight Management, Luxury/Indulgent Experience, and Others), Certification & Labeling (Vegan, Sugar-Free, Clean Label, Gluten-Free, Non-GMO, No Artificial Flavors, Organic, Kosher, Halal, Fair Trade, and Others), Price Range (Mass (<USD 1.00), Mid-Range (USD 1.00-4.99), Premium (USD 5.00-9.99), and Luxury (USD 25.00+)), Brand(Branded and Private Label), Distribution Channel (Off-Trade, On-Trade, and Others) - Industry Trends and Forecast to 2032

Overview of Vietnam Non-Alcoholic Beverages Market Dynamics:

Driver

- Rising health consciousness driving demand for low-calorie, sugar-free, and functional beverages

Restraint

- Health concerns related to artificial sweeteners, preservatives, and high sugar content

Opportunity

- Innovation in flavors and functional ingredients

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Market Players:

The key players operating in the Vietnam non-alcoholic beverages market are:

- Danone (France)
- Asahi Group Holdings, Ltd. (Japan)
- Red Bull (Austria)

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