

Soft Drinks Market in Vietnam to 2014

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Abstracts

Introduction

This databook provides key data and information on the soft drinks market in Vietnam. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

Contains information on five categories: carbonates, bottled water, juices, functional drinks and RTD tea and coffee

Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

Category level company and brand share as well as distribution share information for 2008 and 2009

Review of the top two companies within the soft drinks market, including company overview, key facts and business description

Highlights

The market for soft drinks in Vietnam increased at a compound annual growth rate of 8.9% between 2004 and 2009.

The RTD tea and coffee category led the soft drinks market in Vietnam, accounting for a share of 31.2%.

The leading players in the Vietnamese soft drinks market include PepsiCo, Inc., Coca-Cola Company, The and Nestle S.A.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the soft drinks market in Vietnam

Design effective marketing and sales strategies by identifying key market categories and segments

Identify key players within the market to plan lucrative M&A, partnerships and agreements

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