

Vietnam Food and Drink Report Q3 2016

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Abstracts

Includes 3 FREE quarterly updates

BMI View: We hold a positive consumer outlook for Vietnamese consumer on the back of favourable demographics, rising affluence and strong economic growth. Rapid urbanisation combined with rising affluence will drive the adoption of modern retail which will significantly boost sales within the food and drink sectors. We believe that Hanoi and Ho Chi Minh City will see the strongest growth in food and drink sales over our forecast period.

Latest Updates & Industry Developments

While food sales are growing from a low base in Vietnam, we forecast rapid growth over the next five years as households quickly climb the income ladder. Combined with a young and sizeable consumer base, we expect strong investment from multinational food and drink companies.

Beer sales will expand at a rapid pace throughout our forecast period to 2020. Nonetheless, heavy government intervention will limit opportunities for foreign investors. The government's decision to reduce its stake in state-owned brewers Sabeco and Habeco had previously raised strong foreign interest. Nonetheless, the government's willingness to sell stakes to domestic players will limit opportunities.

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