

# Alcoholic Drinks in Vietnam

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## Abstracts

The market for alcoholic drinks in Vietnam posted a sharp decline in overall volume sales in 2023, in contrast to the buoyant performance of the previous year. This was attributable primarily to the elevated rate of inflation, which impacted household spending. With prices continuing to rise, many consumers, especially those in the lower-income segment, opted to cut back on non-essentials in order to save money. Growth was further impacted by the stricter enforcement by the Vietnamese government...

Euromonitor International's Alcoholic 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

Get a detailed picture of the Alcoholic 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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Alcoholic Drinks in Vietnam  
Euromonitor International  
June 2024

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Presence of RTDs remain negligible in Vietnam

Sales suffer from lack of manufacturer investment

#### PROSPECTS AND OPPORTUNITIES

Sales will remain negligible outside key urban centres

Product innovation will stimulate consumer interest



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