

Organic Beverages in Vietnam

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Abstracts

The COVID-19 crisis has had a negative impact on demand for organic beverages in the Vietnamese market, as the key consumers for such products have historically been foreigners and tourists. The pandemic and measures imposed to curb the spread of the SARS-CoV-2 virus have led to a sharp decline in international travel and a marked fall in inbound arrivals in Vietnam. This has significantly reduced the consumer base for organic beverages.

Euromonitor International's Organic Beverages in Vietnam report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Organic Hot Drinks, Organic Soft Drinks.

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

Why buy this report?

Get a detailed picture of the Organic Beverages 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.

Contents

ORGANIC BEVERAGES IN VIETNAM

KEY DATA FINDINGS

2021 DEVELOPMENTS

Organic beverages hit by decline in international travel

Organic beverage remains a negligible category

High prices and limited distribution constrain category development

PROSPECTS AND OPPORTUNITIES

Organic beverages expected to remain negligible over the forecast period

Limited activity in organic beverages

Stronger sales of organic beverages via e-commerce

HEALTH AND WELLNESS IN VIETNAM

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 1 Sales of Health and Wellness by Type: Value 2016-2021

Table 2 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 3 Sales of Health and Wellness by Category: Value 2016-2021

Table 4 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 5 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 6 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 7 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 8 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 9 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 10 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 11 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 12 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 13 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 14 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 15 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 16 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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