

# **Vietnam Carbonated Soft Drinks Market Size, Share & Trends Analysis Report By Packaging (PET Bottles, Glass Bottles, Boxed/Cartons, Tetra Packs, Cans & Flexible Packaging), By Distribution Channel (Online, Mom & Pop Stores, Hypermarkets & Supermarkets), And Segment Forecasts, 2026 - 2033**

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## **Abstracts**

The Vietnam carbonated soft drinks market size was estimated at USD 3,377.2 million in 2025 and is projected to reach USD 5,854.1 million in 2033, growing at a CAGR of 7.1% from 2026 to 2033. One of the primary drivers of the carbonated segment within Vietnam's broader soft drink market is the sustained recovery and growth in consumer demand following the pandemic.

Increasing disposable incomes and a growing middle class have boosted discretionary spending, making carbonated drinks a staple indulgence for Vietnamese households. In 2024, total soft drink sales across all categories (including carbonated drinks) were higher than in 2022. Carbonated beverages alone accounted for a significant share of this figure, indicating a moderate but stable growth trajectory in consumer uptake of fizzy drinks. This recovery reflects broader improvements in mobility, outdoor activities, and social lifestyle patterns among the Vietnamese population as pandemic restrictions eased, leading to increased occasions for consumption such as social gatherings, commuting, and leisure pursuits.

One of the most significant market drivers is the country's rapid urbanization and economic growth, which has expanded consumer spending power and modern lifestyle adoption. As Vietnam's GDP and urban middle-class population expand, more consumers, particularly in cities, are allocating disposable income toward lifestyle

goods, including branded beverages such as carbonated soft drinks. This trend has been underpinned by increased employment in urban centers, modern retail expansion, and higher household incomes, all contributing to greater consumption of convenience beverages.

Urban centers such as Ho Chi Minh City and Hanoi provide concentrated markets where young professionals and students increasingly adopt Western-style beverage preferences, which include cola and flavored soda products. Urbanization trends and higher per-capita spending on lifestyle and convenience products have encouraged major beverage companies to intensify their focus on carbonated portfolios.

For instance, Suntory PepsiCo Vietnam has been localizing its 7-Up portfolio with 7-Up Soda Chanh/7-Up No Sugar Lemon Soda, a zero-sugar, vitamin C-infused lemon soda tailored to Vietnamese taste preferences. Although first rolled out around 2023-2024, this product has continued to be marketed actively as part of healthier carbonated options that resonate with local consumer culture (e.g., traditional soda chanh tastes).

The growth of modern retail formats, notably supermarkets, hypermarkets, and convenience stores, combined with the rising penetration of e-commerce platforms, has expanded the reach of carbonated soft drinks beyond traditional grocery outlets. E-commerce channels have become especially significant for reaching middle-income and digitally engaged consumers. Brands that leverage online retailing can penetrate secondary cities and even rural markets more effectively than traditional channels alone.

Increasing awareness of health issues related to high sugar consumption, including obesity and diabetes, has reshaped product preferences. Beverage companies have responded by broadening their non-sugar and low-sugar carbonated offerings. For example, globally recognized variants such as Coca-Cola Zero Sugar and Pepsi Zero Calories have been introduced locally to align with shifting consumer health preferences. A gradual uptick in reduced-sugar carbonated beverages has also been observed in consumption data, with such SKUs accounting for a growing share of total sales over recent years.

Consumer and regulatory emphasis on environmental sustainability is prompting beverage companies to adopt eco-friendly packaging practices (for example, higher recycled content in PET bottles). These moves are reinforced by brand campaigns urging recycling behaviors among consumers. In late 2024, Suntory PepsiCo Vietnam introduced a new beverage called -196, marking a notable product innovation in the

Vietnamese beverage industry. This launch aimed to offer consumers a unique sensory experience inspired by international product trends, helping diversify the local soft drink portfolio and strengthen the company's footprint in Vietnam's fast-moving consumer goods market.

The carbonated soft drinks segment is enjoying robust momentum within the soft drink market in Vietnam, propelled by a rising middle-class that increasingly seeks convenient, on-the-go refreshment options. Urbanization and the proliferation of modern retail channels, such as convenience stores, hyper-markets, and e-commerce platforms, have expanded distribution reach, while younger consumers gravitate toward flavored, low-calorie, and functional variants that align with health-conscious lifestyles. Beyond demographic shifts, macroeconomic factors are energizing the broader Vietnam beverage market. Steady GDP growth, rising disposable incomes, and an expanding tourism sector are lifting overall demand for non-alcoholic drinks, encouraging both multinational and domestic players to invest in capacity upgrades and sustainable packaging solutions.

## Vietnam Carbonated Soft Drinks Market Report Segmentation

This report forecasts revenue growth at country levels and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Vietnam carbonated soft drinks market based on packaging and distribution channel:

Packaging Outlook (Volume, Metric Tons; Revenue, USD Million, 2021 - 2033)

PET Bottles

Glass Bottles

Boxed/Cartons

Tetra Packs

Cans & Flexible Packaging

Distribution Channel Outlook (Volume, Metric Tons; Revenue, USD Million, 2021 - 2033)

Hypermarkets & Supermarkets

Mom & Pop Stores

Online

Others

**This report can be delivered to the clients within 4 Business Days**

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