

Research Report on Coffee Industry in Vietnam, 2017-2021

<https://marketpublishers.com/r/R86C9270B40EN.html>

Date: April 2017

Pages: 40

Price: US\$ 2,000.00 (Single User License)

ID: R86C9270B40EN

Abstracts

DESCRIPTION

Vietnam was once a colony of France. Coffee tree was first introduced by Frenchmen to Vietnam in 1857. In 1888, the first coffee plantation was founded in Vietnam. However, the output volume of coffee was small in Vietnam before 1975. Vietnam's coffee industry took off after the Vietnam war ended in 1975, especially after East Germany signed the coffee procurement agreement with Vietnam. In 1976, Brazilian coffee beans underwent poor harvest so that the price of coffee rose suddenly and sharply. In 1977, East Germany signed an agreement with Vietnam to assist coffee bean planting. During 1975 to 2010, the planting area of coffee beans increased from 134,000 hectares to 513,000 hectares, up with more than 30 folds. For many years, Germany is the largest export destination of Vietnamese coffee beans.

According to CRI, the coffee trees planted in Vietnam are mainly Robusta and Arabica coffee. Southern Vietnam is humid and hot, suitable for growing Robusta whereas the northern part is suitable for Arabica. In 2014, total coffee cultivation area in Vietnam was 653,000 hectare, increasing by 2.7% YOY. This was 30 times the area in 1961. Export value of coffee beans accounts for around 15% to 20% of the total export of agricultural products in Vietnam. Commercial coffee production provides jobs for over 500,000 farmers with income growth.

Presently, Vietnam forms strong production capacity of coffee bean rough processing and deep processing. The designed rough processing capacity is 1.5 million tons/year, coffee bean baking and coffee powder processing capacity is 52,000 tons/year and instant coffee production capacity is 36,500 tons/year.

The proportion of baking and instant coffee deep processing with high added-value is growing. Vinacafe, Trung Nguyen, An Thai, Me Trang and Phuong Vy are famous coffee brands recognized by consumers. Meanwhile, coffee processing devices and facilities made in Vietnam are sold to the domestic and foreign markets.

According to CRI, Vietnamese coffee is popular in the world. The export volume and value present a fast growing trend. During 1991-1995, the annual export volume of Vietnamese coffee beans was only 142,000 tons, with the annual export value of only USD 210 million. During 2006-2016, the export volume exceeded 1 million tons with the highest yearly export value exceeding USD 3 billion.

Coffee is very cheap in Vietnam and is a favorite drink of Vietnamese. According to CRI investigation, the price of a cup of coffee is low to only USD 0.5 in Vietnamese street, which is affordable for any class of the society.

According to CRI, the planting area of coffee beans expands continuously in Vietnam. The output volume grows accordingly, which promotes the processing, sales and export of coffee beans. Coffee has formed a complete industry chain in Vietnam, which is also an important part of Vietnamese economy providing millions of job opportunities.

CRI forecasts the output volume of Vietnamese coffee beans will keep growing and both domestic demand and export volume will grow accordingly.

Through this report, the readers can acquire the following information:

Development Environment of Vietnamese Coffee Industry

Coffee Beans Planting and Processing in Vietnam

Domestic Demand of Coffee in Vietnam

Export of Coffee Beans in Vietnam

Major Domestic Coffee Brands in Vietnam

Major Driving Forces and Market Opportunities in Coffee Industry in Vietnam, 2017-2021

Threats and Challenges in Vietnamese Coffee Industry, 2017-2021

Forecast on Supply and Demand of Vietnamese Coffee, 2017-2021

Forecast on Export of Vietnamese Coffee Beans, 2017-2021

Contents

1 OVERVIEW OF VIETNAM

- 1.1 Geography
- 1.2 Population
- 1.3 Economy
- 1.4 Minimum Wage Standard in Vietnam, 2011-2017

2 DEVELOPMENT ENVIRONMENT OF VIETNAMESE COFFEE INDUSTRY

- 2.1 History of Vietnamese Coffee
- 2.2 Categories and Cultivation Areas of Coffee Beans in Vietnam
- 2.3 Policy Environment of Vietnamese Coffee Industry

3 SUPPLY AND DEMAND OF VIETNAMESE COFFEE INDUSTRY

- 3.1 Vietnamese Coffee Processing Industry Overview
- 3.2 Demand in Coffee Industry in Vietnam

4 EXPORT OF COFFEE BEANS IN VIETNAM

- 4.1 Export Volume and Value of Coffee Beans From Vietnam
- 4.2 Major Export Destinations of Vietnamese Coffee Beans

5 MARKET COMPETITION IN COFFEE INDUSTRY IN VIETNAM

- 5.1 Barriers to Entry in Coffee Industry in Vietnam
 - 5.1.1 Brand Barriers
 - 5.1.2 Quality Barriers
 - 5.1.3 Fund Barriers
- 5.2 Competition Structure of Vietnamese Coffee Industry
 - 5.2.1 Bargaining Power of Suppliers of Coffee Beans
 - 5.2.2 Bargaining Power of Consumers of Coffee
 - 5.2.3 Competition in Coffee Industry in Vietnam
 - 5.2.4 Potential Entrants in Coffee Industry
 - 5.2.5 Substitutes for Coffee

6 ANALYSIS ON MAJOR DOMESTIC COFFEE BRANDS IN VIETNAM

6.1 Vinacafe

6.1.1 Development History of Vinacafe

6.1.2 Major Products of Vinacafe

6.1.3 Business Mode of Vinacafe

6.2 Trung Nguyen

6.2.1 Development History of Trung Nguyen

6.2.2 Major Products of Trung Nguyen

6.2.3 Business Mode of Trung Nguyen

6.3 An Thai

6.3.1 Development History of An Thai

6.3.2 Major Products of An Thai

6.3.3 Business Mode of An Thai

6.4 Me Trang

6.4.1 Development History of Me Trang

6.4.2 Major Products of Me Trang

6.4.3 Business Mode of Me Trang

6.5 Phuong Vy

6.5.1 Development History of Phuong Vy

6.5.2 Major Products of Phuong Vy

6.5.3 Business Mode of Phuong Vy

6.6 An Giang Coffee

6.7 Highlands Coffee

6.7.1 Development History of Highlands Coffee

6.7.2 Major Products of Highlands Coffee

6.7.3 Business Mode of Highlands Coffee

6.8 MOOSSY

6.9 SAGOCAFE

7 PROSPECT OF VIETNAMESE COFFEE INDUSTRY, 2017-2021

7.1 Analysis on Factors Influencing Development of Vietnamese Coffee Industry

7.1.1 Major Driving Forces and Development Opportunities in Vietnamese Coffee Industry

7.1.2 Threats and Challenges in Vietnamese Coffee Industry

7.2 Forecast on Supply of Coffee Industry in Vietnam

7.3 Forecast on Demand in Coffee Market in Vietnam

7.4 Forecast on Export of Coffee Beans in Vietnam

Selected Charts

SELECTED CHARTS

Chart General Population Size in Vietnam, 2006-2016
Chart Vietnam's GDP Per Capita, 2011-2016
Chart Policies Relevant to Coffee Industry Issued by Vietnamese Government, 2008-2017
Chart Output Volume of Coffee Beans in Vietnam, 1990-2016
Chart Domestic Consumption Volume of Coffee Beans in Vietnam, 2005-2016
Chart Export Volume of Coffee Beans in Vietnam, 2005-2016
Chart Export Value of Coffee in Vietnam, 2010-2016
Chart Major Export Destinations and Export Value of Coffee Beans in Vietnam, 2014-2016
Chart Major Domestic Coffee Brands in Vietnam, 2016-2017
Chart Forecast on Output Volume of Coffee Beans in Vietnam, 2017-2021
Chart Forecast on Domestic Market Size of Coffee in Vietnam, 2017-2021
Chart Forecast on Export of Vietnamese Coffee Beans, 2017-2021

COMPANIES MENTIONED

- 1 Vinacafe
- 2 Trung Nguyen
- 3 An Thai
- 4 Me Trang
- 5 Phuong Vy
- 6 An Giang Coffee
- 7 Highlands Coffee
- 8 MOOSSY
- 9 SAGOCAFE

I would like to order

Product name: Research Report on Coffee Industry in Vietnam, 2017-2021

Product link: <https://marketpublishers.com/r/R86C9270B40EN.html>

Price: US\$ 2,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R86C9270B40EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970