

# Hot Drinks Market in Vietnam 2021

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## Abstracts

Hot beverages such as tea and coffee are frequently served at temperatures near their brewing temperature. Consumption of hot drinks help in lowering stress and reducing the prevalence of various lifestyle related diseases such as blood pressure, obesity, and stress. The hot drinks market in Vietnam is set to increase by US\$ 798 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 9.1% during the forecast period. Rising awareness among the young population regarding the health benefits of consuming hot drinks, changing lifestyles, increasing product availability and retail outlet are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for hot drinks. The Vietnam hot drinks market is segmented on the basis of product, and distribution channel. On the basis of product, the hot drinks market in Vietnam has been segmented into coffee, tea, others. The coffee segment held the largest revenue share in 2020. By distribution channel, the hot drinks market in Vietnam has been segmented into supermarkets & hypermarkets, groceries, online retailing, others. Among these, the groceries segment was accounted for the highest revenue generator in 2020.

The competitive landscape of the industry has also been examined along with the profiles of the key players Nestle S.A., Masan Group Corporation, Vietnam National Tea Corporation (VINATEA), Trung Nguyen Corporation JSC.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the hot drinks market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

### Report Scope

Product: coffee, tea, others

Distribution channel: supermarkets & hypermarkets, groceries, online retailing, others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Vietnam hot drinks market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Tea  
Others

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Groceries  
Online retailing  
Others

### **PART 5. KEY COMPANIES**

Nestle S.A.  
Masan Group Corporation  
Vietnam National Tea Corporation (VINATEA)  
Trung Nguyen Corporation JSC  
About StrategyHelix  
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