

Wine Market in Vietnam 2021

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Abstracts

Wine is a fermented beverage produced from grapes and sometimes other fruits. Yeast consumes the sugar in the grapes and converts it to ethanol, carbon dioxide and heat. Wine ABV (alcohol by volume) can range from as low as 5.5% to as much as 23%. A study by StrategyHelix indicates that the wine market in Vietnam is expected to increase by US\$ 178 million from 2021 to 2027, garnering a CAGR of 4.6% during the forecast period. Rise in number of wineries, increase in wine production, growth in disposable personal income levels and a consumer trend in alcoholic beverages toward premium products, such as wine, and away from beer are the key factors driving market growth.

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 wine. The Vietnam wine market is segmented on the basis of product, and distribution channel. Based on product, the wine market in Vietnam is categorized into fortified wine, fruit wine, sparkling wine, still wine. In Vietnam, the still wine segment made up the largest share of the wine market. On the basis of distribution channel, the wine market in Vietnam has been segmented into supermarkets & hypermarkets, food & drink specialists, online retail, others.

The Vietnam wine market is highly competitive. Top players covered in Vietnam Wine Market Study are Accolade Wines Limited, Baron Philippe de Rothschild S.A., Lamdong Foodstuffs JSC (LADOFODDS), Les Grands Chais de France SAS, Pernod Ricard Groupe, Thang Long Wine JSC, Treasury Wine Estates Limited.

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

Report Scope

Product: fortified wine, fruit wine, sparkling wine, still wine

Distribution channel: supermarkets & hypermarkets, food & drink specialists, online retail, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Vietnam wine market

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

Pinpoint growth sectors and trends for investment

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Fruit wine
Sparkling wine
Still wine

PART 4. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Food & drink specialists
Online retail
Others

PART 5. KEY COMPANIES

Accolade Wines Limited
Baron Philippe de Rothschild S.A.
Lamdong Foodstuffs JSC (LADOFODDS)
Les Grands Chais de France SAS
Pernod Ricard Groupe
Thang Long Wine JSC
Treasury Wine Estates Limited
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