

Vietnam Beverage Comprehensive Report 2015

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Abstracts

This report provides a comprehensive analysis of the Global and Vietnam beverage market including the historical data and forecast figures. The report further reveal market drivers, opportunities, restraints, and challenges to be faced in the Vietnam market.

Young population structure, the rising of middle-class, modernized lifestyle and the steady development of tourism and retails industry are important motivational factors promoting the consumption of Vietnam Beverage Industry. Overall, the beer and soft drink sectors still take up major shares, around 98.5% in 2014.

Low labor cost, abundant raw material resources for processing industry, export processing zone projects of foreign and domestic large corporations help improve domestic production capacity.

The beverage industry with the large scale and high growth rate has gradually met the domestic demand. The soft drink sector accounts for 70% of the total production value and the consumption demand is rising, especially in natural origin and good health products. Beer sector is more dominant than alcohol sector but the beer market has showed signs of saturation. The domestic alcohol market is generally under-developed but the wine sector is expected to rise significantly as investment activities are promoted. Production and consumption in alcohol sector dropped respectively 58% and 60% from 2012 to 2014. Revenue of beverage products, especially beer and alcohol, mainly come from immediate consumption channels (restaurants or beer gardens).

A fierce competition is ongoing inside the beverage market, in which FDI Corporations are more dominant than domestic ones in terms of capital, technology as well as distribution channels and the monopoly on premium segment products. There is a high level of concentration in beer and soft drink markets with a lot of famous brands such as

VBL (Heineken), Sabeco, Habeco, Coca-Cola, Suntory Pepsic, Tan Hiep Phat, while the wine industry expresses the significant fragmentation with many trademarks like Vodka Hanoi (Halico), Vodka men (Aroma), Vodka 3A (Avinaa),...

This report provides a comprehensive review about the global and Vietnam beverage industry based on specific and trustworthy data, particularly regarding:

Detail analysis of overall beverage market size in Vietnam including market shares, advantages and disadvantages, internal competition, revenue structure, inventories and major brands in the market

Supply-Demand and Distribution of different product segments in Vietnam beverage market, 2010 and 2014.

Driving force and threatening factor for market growth.

Competitive landscape and major companies' profile.

COMPANIES MENTION

Saigon Beer-Alcohol-Beverage JSC.

Hanoi Beer Alcohol and Beverage JSC.

Vietnam Brewery Limited Company

Thanh Hoa Beer JSC.

Aroma Beverage JSC.

AvinaA JSC.

Vietnam Halico JSC.

LamDong Foodstuffs JSC.

Thang Long Wine JSC.

URC Vietnam Company Limited

Tan Hiep Phat Beverage Group

Chuong Duong Beverages JSC.

Coca Cola Beverages Vietnam Ltd.

Dona Newtowner Natural Drink And Food JSC.

International Foods JSC.

Contents

EXECUTIVE SUMMARY

1. BUSINESS ENVIRONMENT

1.1 Macroeconomic Situation

Figure 1. GDP Growth and Inflation 2010 – 2015

Figure 2. Beverage industry contribution to GDP 2010-2015

Figure 3. CPI of Vietnam and Beverage and Tobacco Industry 2015

Figure 4. Population and working age structure in population 2010-2015

Figure 5. Average disposable income and expenditure per capita of Vietnam 2010-2015

1.2 Legal Barriers

Figure 6. Beverage export volume period 2010-2014

Figure 7. Enterprises in beer section 2010-2014

Figure 8. Profit before tax of the beverage industry 2010-2014

Figure 9. Production growth rate of beer sector 2010-2014

1.3 Free Trade Agreements

Table 1. Tariff of the accession commitments with WTO

Table 2. Tariff of the accession commitments with EVFTA

Table 3. Vietnam's commitments in TPP on import duty

2. INDUSTRY OVERVIEW

2.1 Global Market

2.1.1 Beer

Figure 10. Barley production and consumption in the world 2010-11 and 2015-16

Figure 11. Barley price movement in the UK from 6thJan 2011 to 6thJan, 2016

Figure 12. Market share of 5 largest Barley producers in the world 2015-2016

Figure 13. Barley Export for Malt Manufacturing in the world

Figure 14. Barley malt price movement in the UK 2010-2016

Figure 15. Malt manufacturing in Europe and the world 2010-2014

Figure 16. Malt export in Europe and the world 2010-2014

Figure 17. Hops cultivation area and production in the world 2006-2015

Figure 18. Hops price movement in Washington, D.C 1981-2015

Figure 19. Market share of the five largest hops producers in 2015

Figure 20. Global hops export 2010-2014

Figure 21. Market share of 5 largest Hops exporters 2014

Table 4. Beer Production and Manufacturing Growth Rate in seven regions of the world

Figure 22. Beer production and consumption in the world 2010-2014

Figure 23. Beer import export volume in the world 2010-2014

Table 5. 10 countries with highest beer import and export value in the world

Table 6. Countries with the most rapid import and export growth 2010-2014

Figure 24. Production market share of five leading beer producers in the world 2014

Figure 25. Consumption market share of five leading beer producers in the world 2014

Table 7. 10 most valuable beer brand in the world 2014-2015

2.1.2 Alcohol

Figure 26. Grape volume and area for wine production in the world 2010-2014

Table 8. Global grape production

Figure 27. Global Wine production and consumption 2010-2015

Table 9. 10 wine brands with largest sale volume in the world period 2013-2014

Table 10. 5 countries with largest Wine export in the world period 2010-2014

Figure 28. Wine volume and value 2010-2014

Table 11. 5 countries with highest Wine market share and value export in the world 2014

Table 12. 10 spirits brands with highest consumption in the world 2013-2014

Table 13. Consumption of 10 major Spirits 2014

Figure 29. Brandy production and value export 2010-2014

2.1.3 Soft Drink

Figure 30. Beverage revenue period 2010-2014

Figure 31. Beverage production and export value period 2010-2014

Figure 32. Revenue from consumption of the product lines in Beverage industry 2014

Table 14. 10 most valuable beverage brands in the world 2014-2015

Figure 33, 34, 35, 36. Market share of Carbonated Drinks, Energy Drinks and Sport Drinks, Juice and Bottled Water

2.2 Vietnam Market

Figure 37. Vietnam beverage production and consumption period 2010-2014

Figure 38. Beverage export period 2010-2014

Figure 39. Structure of production value by sector period 2010 – 2014

Figure 40. The number of manufacturers by sector 2010-2014

2.2.1 Beer

Table 15. Malt and Hops import 2010-2014

Figure 41. Malt supply for Vietnam 2014

Figure 42. Malt Import period 2010-2014

Figure 43. Hops import 2010-2014

Figure 44. Hops supply for Vietnam by country 2014

Figure 45. Beer production and consumption 2010-2014

Figure 46. Revenue and profit before tax of beer sector 2010-2014

Figure 47. Beer revenue structure by category 2010-2014

Figure 48. Beer inventories 2011-2014

Figure 49. Beer inventories by category 2011-2014

Figure 50. Market share of beer revenue by enterprise 2014

Figure 51. Market share of beer consumption volume by enterprise 2014

Figure 52. Beer import export 2010-2014

Figure 53. Major beer export markets of Vietnam 2014

Figure 54. Major beer import markets of Vietnam 2014

2.2.2 Alcohol

Figure 55. Domestic alcohol production and consumption volume 2010-2014

Figure 56. Revenue structure of Wine and Spirits 2010-2014

Figure 57. Inventories of Wine, Spirits and the whole alcohol sector 2010-2014

Figure 58. Alcohol import export period 2010-2014

Figure 59. Wine import and export 2010-2014

Figure 60. Spirits import and export 2010-2014

Figure 61. Wine supply for Vietnam by country 2014

Figure 62. Largest Wine importers of Vietnam 2014

Figure 63. Consumption markets of Vietnam Spirits 2014

Figure 64. Supply market of Vietnam Spirits 2014

2.2.3 Soft Drink

Figure 65. Beverage production and consumption 2010-2014

Figure 66. Revenue structure by category 2014

Figure 67. Consumption value by category 2014

Figure 68. Revenue of Soft Drinks through on-trade and off-trade channels period 2010-2014

Figure 69. Structure of Soft Drinks consumption through on-trade and off-trade channels 2010-2014

Figure 70. Inventories of Soft Drink sector 2020-2014

Figure 71. Inventory of Soft Drinks sector by products 2010 -2014

Figure 72. Import export of SoftDrink 2010-2014

Figure 73. Import export of fruit juice 2010-2014

Figure 74. Consumption markets of Vietnam Juice 2014

Figure 75. Suppliers for Vietnam Juice 2014

Figure 76. Consumption of Vietnam Soft Drink by country 2014

Figure 77. Suppliers of Vietnam Soft Drink by country 2014

Figure 78. 5 enterprises with largest market share in the Soft Drink sector 2013-2014

Figure 79. Comparing market share of 10 industry-leading enterprises 2013-2014

Table 16. 10 products with largest consume volume in the industry 2013-2014

Figure 80. 5 products with highest revenue structure in the industry 2013-2014

2.3 Industry Development Planning

Table 17. Development Goals

Table 18. Planning on investment and regional production

2.4 Prospects and Forecasts

2.4.1 Industry Thriving Forces

2.4.2 Domestic Forecast

Table 19. Beer factories built and launched 2015

Table 20. Beverage factories building and launched 2015

Table 21. Roadmap for FDI enterprises to access Vietnam market

Table 22. Projects and planning on retail sector has been doing by FDI enterprises in Vietnam

2.5 Industry Risks

2.5.1 SWOT Analysis

2.5.2 Industry Competition Analysis

2.5.3 Business Risks in the Industry

3. ENTERPRISE ANALYSIS

Table 23. List of 15 typical enterprises in Vietnam Beverage industry in 2014

3.1. Valuation Ratios

Figure 81. Net revenue of 15 typical enterprises in beverage industry 2013-2014

3.2. Profitability Ratios

Figure 82. Net profit and net profit margin of 15 typical enterprise in the beverage industry in 2014

3.3. Asset Management Ratios

Figure 83. Inventories time of 15 enterprises in the beverage industry in 2014

Figure 84. Asset turnover of 15 typical enterprises in Beverage industry 2014

3.4. Returns ratios

Figure 85. Profitability Indicator Ratios of 15 typical enterprises in the beverage market 2014

3.5. Capital Structure

Figure 86. Owner's Equity/Total Asset of 15 typical enterprises in the beverage market

3.6. Solvency

Figure 87. Solvency of 15 typical enterprises in beverage industry 2014

4. APPENDIX

4.1 Financial Statement

4.2 Projects Investing In Beverage Industry

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