

# Vietnam Beverage Standard Report Q2/2016

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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.

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