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Vietnam Beverage Standard Report

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Abstracts

VIETNAM BEVERAGE INDUSTRY

The global beverage market always maintain positive developments and there are also many prospects which have not been exploited. Beer is produced in large scale and volume but there are still some problems about the main input material. Wine has witnessed a rapid growth, especially high-class wine lines. In which, champagne volume does not remain stable due to the quality as well as the fluctuation of grape volume to make wine depending on the weather changes.

Vietnam beverage market has gradually met the demand of consumers, replacing a part of imported products and taking part in exporting, in which beer and soft-drink gain the upper hand, wine only accounts for a small proportion.

Regarding the beer market, the domestic beer producing industry has met the internal consumption demand, and gradually decreased importing and increased exporting, which contributes to improve the export turnover. Vietnam always among the biggest beer markets in the world. In the first 3 months of 2019, the total beer volume increased 8.1% over the same period of 2018. Equatorial Guinea was the largest beer market of Vietnam with about 20% of total beer exports.

Regarding the alcohol market, in the first 3 months of 2019, wine production rose by 8.6% compared to the same period last year. The wine imports increased 9.7% in volume and 9.5% in value over the same period of 2018 because the domestic consumption market still grew stably. In general, the wine scale is small, the production is on a downward trend, unable to meet the domestic high quality wine demand, and of low export value.

Regarding the soft-drink market, in Q1/2019, the soft-drink production in Vietnam

increased by 70% compared to Q1 / 2018, the consumption rose 73% over Q1 / 2018. In early 2019, the pure water consumption growth rate decreased by more than 7%, accounting for 55.6% of the total consumption of soft drinks, followed by soda water, bird's nest drinks and nutritious juices, fruit juices (all accounted for 11.6%); Non-carbonated mineral water (9.1%). The carbonated mineral water only accounted for about 0.5%.

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