

Asian Speciality Drinks in Vietnam

December 2023

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Asian Speciality Drinks in Vietnam - Category analysis

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2023 DEVELOPMENTS

Asian speciality drinks witness slower growth in volume
Bird's nest remains the most attractive product in Asian speciality drinks
Competition remains limited with little incentive for new players to invest

PROSPECTS AND OPPORTUNITIES

Asian speciality drinks looks set to record stable growth thanks to healthy image Distribution could be key to the growth and development of Asian speciality drinks Players expected to focus on product innovation to stimulate demand

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