

Cider/Perry in Vietnam

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Cider/perry records a strong performance, in line with recovery of on-trade channels

Heineken focuses on marketing activities to strengthen its leading position, while new brands begin to find their niche

Modern retail outlets remain key to sales

PROSPECTS AND OPPORTUNITIES

Strong performance expected, in line with the increasing influence of Western lifestyles, but sales of non-alcoholic varieties will remain negligible

New imported brands could add variety, while local craft breweries will enter the market

Retail e-commerce is projected to grow in importance

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