

Wine in Vietnam

June 2023

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Wine in Vietnam - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Recovery of on-trade channel supports growth of wine, amid increasing competition from beer Negligible presence for non-alcoholic wine, despite zero-tolerance drink driving laws Local players see challenges from smaller, imported brands

PROSPECTS AND OPPORTUNITIES

Positive performance expected, in line with the recovery of the economy Key players will focus on pushing sales during Tet holidays Local companies to focus on off-trade channel

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Alcoholic Drinks in Vietnam - Industry Overview

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