

Spirits in Vietnam

June 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Spirits record buoyant growth in both off-trade and on-trade channels

Key players focus on pushing sales during special events

Soju continues to benefit from influence of Korean culture

PROSPECTS AND OPPORTUNITIES

Positive outlook for spirits

Local white spirit will see stronger competition from soju

Competitive landscape likely to remain fragmented due to a lack of marketing opportunities

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 1 - Benchmark Brands 2022

CATEGORY DATA

Table 1 - Sales of Spirits by Category: Total Volume 2017-2022

Table 2 - Sales of Spirits by Category: Total Value 2017-2022

Table 3 - Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 4 - Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 5 - Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 6 - Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 7 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 - Sales of Dark Rum by Price Platform: % Total Volume 2017-2022

Table 10 - Sales of White Rum by Price Platform: % Total Volume 2017-2022

Table 11 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022

Table 12 - Sales of English Gin by Price Platform: % Total Volume 2017-2022

Table 13 - Sales of Vodka by Price Platform: % Total Volume 2017-2022

Table 14 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022

Table 15 - GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 16 - NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 17 - LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 18 - Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 19 - Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 20 - Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 21 - Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

Alcoholic Drinks in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 Key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What's next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 22 - Number of On-trade Establishments by Type 2016-2022

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 23 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 24 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 25 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 26 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 27 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 28 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 29 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 30 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 31 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 32 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 33 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 34 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 35 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 36 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 37 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 38 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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SOURCES

Summary 3 - Research Sources

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