



Euromonitor
International

Asian Speciality Drinks in Vietnam

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Asian Speciality Drinks in Vietnam - Category analysis

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2025 DEVELOPMENTS

Health, tourism, and digital channels fuel growth amidst evolving competition

INDUSTRY PERFORMANCE

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Rising presence of rice water drinks in Vietnam

WHAT'S NEXT?

Positive outlook to be driven by tourism and health trends

Opportunities for reduced sugar Asian speciality drinks

Innovation likely to focus on functionality to target specific health concerns

COMPETITIVE LANDSCAPE

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Soft Drinks in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Innovating for growth amidst economic caution and health trends

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INDUSTRY PERFORMANCE

Resilience for soft drinks despite economic pressures

Multi-packs and larger bottles favoured for greater savings

Premium-positioned carbonated soft drink Cela focuses on functionality

Rising health concerns drive up sales of reduced sugar options

WHAT'S NEXT?

On-trade to remain dynamic channel, while sugar tax is likely to marginally impact pricing and consumers' decisions

Sustainability efforts to increasingly shape future development

COMPETITIVE LANDSCAPE

Suntory PepsiCo retains leadership with wide portfolio and marketing efforts

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