Euromonitor International

RTD Coffee in Vietnam

November 2025

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RTD Coffee in Vietnam - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD coffee's resilience and innovation amidst economic shifts

INDUSTRY PERFORMANCE

Positive performance for niche of RTD coffee in local market
RTD coffee faces competition from innovative non-RTD options

WHAT'S NEXT?

Despite positive outlook, RTD coffee's reach will remain limited in Vietnam
Innovation to focus on taste experience and functionality
Sustainable packaging is predicted to further diversify in the future

COMPETITIVE LANDSCAPE

Ajinomoto Co Inc retains lead of consolidated competitive landscape
Smaller players make further gains, targeting urban consumers

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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
Masan Group benefits from partnership with major football club

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Proximity to neighbourhoods drives popularity of small local grocers
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