

Coffee in Vietnam

December 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for coffee impacted by a slowdown in the economy and elevated inflation

Production shortfall leads to a sharp rise in the price of coffee beans

Coffee continues to benefit from new product innovation

PROSPECTS AND OPPORTUNITIES

Coffee is expected to see the better performance over the forecast period

Consumers expected to show higher interest in fresh coffee

Limited opportunities expected for pods, but local players and foodservice operators could carve out more share in the market

CATEGORY DATA

Table 1 - Retail Sales of Coffee by Category: Volume 2018-2023

Table 2 - Retail Sales of Coffee by Category: Value 2018-2023

Table 3 - Retail Sales of Coffee by Category: % Volume Growth 2018-2023

Table 4 - Retail Sales of Coffee by Category: % Value Growth 2018-2023

Table 5 - Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2018-2023

Table 6 - NBO Company Shares of Coffee: % Retail Value 2019-2023

Table 7 - LBN Brand Shares of Coffee: % Retail Value 2020-2023

Table 8 - Forecast Retail Sales of Coffee by Category: Volume 2023-2028

Table 9 - Forecast Retail Sales of Coffee by Category: Value 2023-2028

Table 10 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028

Table 11 - Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

Hot Drinks in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023

Table 13 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 14 - Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 15 - Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 16 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 17 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 18 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 19 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 20 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 21 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

Table 22 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023

Table 23 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023

Table 24 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023

Table 25 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023

Table 26 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

Table 28 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 30 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 32 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 34 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 35 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 36 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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