



Euromonitor
International

Cider/Perry in Vietnam

September 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cider/Perry Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Cider/Perry

INDUSTRY PERFORMANCE

Strongbow Aligns with Urban Youth Lifestyles to Drive Growth

Chart 2 - Heineken Vietnam Connects Strongbow with Happy and Chill Activities

Regular Cider/Perry Dominates as Low-Alcohol Options Attract Mindful Drinkers

Chart 3 - Health Trends Fuel Low-Alcohol Sparkle

Heineken Vietnam Champions Experiential Marketing to Capture Gen Z

Chart 4 - Volume Sales 2020-2030

Chart 5 - Volume Sales by Category 2025

WHAT'S NEXT?

Strongbow and Somersby Attract Urban Youth with Premium Positioning

Tax Hikes and Health Trends Drive Nolo Innovation among Leading Brands

Soju Promotions and K-Pop Influence Challenge Cider'S Youth Appeal

Chart 6 - Forecast Volume Sales 2020-2030

Chart 7 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Heineken Vietnam Brewery Leverages First-Mover Advantage to Sustain Leadership

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintain Dominance as Modern Trade Gains Ground

Retail E-Commerce Platforms Accelerate Access for Key Brands

ECONOMIC CONTEXT

Chart 10 - Economic Context for Cider/Perry

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Cider/Perry

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Alcoholic Drinks in Vietnam - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Chart 17 - Johnnie Walker Introduces Limited Edition

Premium and Value Choices Polarise Consumer Spending

Beer Dominates Volume and Value as Cider/Perry Surges on Modern Lifestyle Trends

Chart 18 - Smaller Package of Saigon Chill Beer Targets Gen Z

Brands Adapt Packaging and Design to Engage Younger Consumers and Sustain Growth

Chart 19 - Volume Sales 2020-2030

Chart 20 - Volume Sales by Category 2025

WHAT'S NEXT?

Government Tax Policies Reshape Consumer Choices and Market Growth Trajectories

Heineken Vietnam Brewery and Sabeco Lead Value Growth as Beer Remains Dominant and Cider/Perry Surges

Brands Leverage Experiential Marketing and Craft Innovation to Capture Gen Z

Chart 21 - Forecast Volume Sales 2020-2030

Chart 22 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 23 - Analyst Insight for Alcoholic Drinks

Heineken Vietnam Brewery Strengthens Its Leading Position as Sabeco Faces Volume Decline

Emerging Brands Leverage Innovation and Promotions to Capture Youthful Consumers

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintain Lead Amid Modern Trade Expansion

Modern Trade and Promotions Reshape Consumer Purchasing Patterns

Retail E-Commerce Grows as Digital Strategies Enhance Premium Product Sales

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 26 - Economic Context for Alcoholic Drinks

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Alcoholic Drinks

Chart 30 - Population 2020-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cider-perry-in-vietnam/report.