

Alcoholic Drinks in Vietnam

June 2022

Table of Contents

EXECUTIVE SUMMARY

COVID-19 continues to have a negative impact on the consumption of alcoholic drinks in Vietnam in 2021

Players turn to product innovations to stimulate sales

Heineken and Sabeco jostle for the lead

E-commerce on the rise as ban lifted on online sales of stronger alcoholic drinks

Spike in COVID-19 cases drives a shift from the on-trade to the off-trade

A positive outlook for the forecast period

Chart 1 - Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

Chart 2 - Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026

Chart 3 - Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026

Chart 4 - Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 1 - Number of On-trade Establishments by Type 2015-2021

TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2021

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 1 - Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 2 - Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 3 - Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 4 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 5 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 6 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 7 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 8 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 9 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 10 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 11 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 12 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 13 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 14 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 15 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 16 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 3 - Research Sources

[Beer in Vietnam](#)

KEY DATA FINDINGS

2021 DEVELOPMENTS

New drink driving law continues to put a dent in on-trade beer sales

COVID-19 measures hit on-trade sales while e-commerce boosts sales through the off-trade

Heineken extends its lead thanks to ongoing investment in new product development, sustainability and marketing

PROSPECTS AND OPPORTUNITIES

Beer is expected to recovery gradually over the forecast period

Competition between two top leading players will be more intense

Product innovation expected to stimulate growth

CATEGORY BACKGROUND

Lager price band methodology

Summary 4 - Lager by Price Band 2021

CATEGORY DATA

Table 17 - Sales of Beer by Category: Total Volume 2016-2021

Table 18 - Sales of Beer by Category: Total Value 2016-2021

Table 19 - Sales of Beer by Category: % Total Volume Growth 2016-2021

Table 20 - Sales of Beer by Category: % Total Value Growth 2016-2021

Table 21 - Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

Table 22 - Sales of Beer by Off-trade vs On-trade: Value 2016-2021

Table 23 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 24 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021

Table 25 - Sales of Beer by Craft vs Standard 2016-2021

Table 26 - GBO Company Shares of Beer: % Total Volume 2017-2021

Table 27 - NBO Company Shares of Beer: % Total Volume 2017-2021

Table 28 - LBN Brand Shares of Beer: % Total Volume 2018-2021

Table 29 - Forecast Sales of Beer by Category: Total Volume 2021-2026

Table 30 - Forecast Sales of Beer by Category: Total Value 2021-2026

Table 31 - Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026

Table 32 - Forecast Sales of Beer by Category: % Total Value Growth 2021-2026

[Cider/Perry in Vietnam](#)

KEY DATA FINDINGS

2021 DEVELOPMENTS

Cider/perry hard hit by on-trade restrictions

Heineken Vietnam focuses on Facebook as a way to build consumer engagement during lockdown

E-commerce benefits from COVID-19 measures as consumers stay home

PROSPECTS AND OPPORTUNITIES

Cider/perry is projected to recover gradually over the forecast period

Off-trade channels is expected to have bigger pie compared to on-trade channels

New imported brands could add variety while local craft breweries appear in the market

CATEGORY DATA

Table 33 - Sales of Cider/Perry: Total Volume 2016-2021

Table 34 - Sales of Cider/Perry: Total Value 2016-2021

Table 35 - Sales of Cider/Perry: % Total Volume Growth 2016-2021

Table 36 - Sales of Cider/Perry: % Total Value Growth 2016-2021

Table 37 - Sales of Cider/Perry by Off-trade vs On-trade: Volume 2016-2021

Table 38 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2016-2021

Table 39 - Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 40 - Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2016-2021

Table 41 - Forecast Sales of Cider/Perry: Total Volume 2021-2026

Table 42 - Forecast Sales of Cider/Perry: Total Value 2021-2026

Table 43 - Forecast Sales of Cider/Perry: % Total Volume Growth 2021-2026

Table 44 - Forecast Sales of Cider/Perry: % Total Value Growth 2021-2026

Rtds in Vietnam

2021 DEVELOPMENTS

Spirits in Vietnam

KEY DATA FINDINGS

2021 DEVELOPMENTS

Another tough year for on-trade sales of spirits as consumers remain at home

Off-trade sales flourishing as consumers stay at home with local white spirits remaining the most popular choice

E-commerce on the rise following change in the law

PROSPECTS AND OPPORTUNITIES

Spirits set to see a slow recovery over the forecast period as challenges remain

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

Shochu/soju expected to benefit from popularity among young adults

CATEGORY BACKGROUND

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

Summary 5 - Benchmark Brands 2021

CATEGORY DATA

Table 45 - Sales of Spirits by Category: Total Volume 2016-2021

Table 46 - Sales of Spirits by Category: Total Value 2016-2021

Table 47 - Sales of Spirits by Category: % Total Volume Growth 2016-2021

Table 48 - Sales of Spirits by Category: % Total Value Growth 2016-2021

Table 49 - Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021

Table 50 - Sales of Spirits by Off-trade vs On-trade: Value 2016-2021

Table 51 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 52 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021

Table 53 - Sales of Dark Rum by Price Platform: % Total Volume 2016-2021

Table 54 - Sales of White Rum by Price Platform: % Total Volume 2016-2021

Table 55 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2016-2021

Table 56 - Sales of English Gin by Price Platform: % Total Volume 2016-2021

Table 57 - Sales of Vodka by Price Platform: % Total Volume 2016-2021

Table 58 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2016-2021

Table 59 - GBO Company Shares of Spirits: % Total Volume 2017-2021

- Table 60 - NBO Company Shares of Spirits: % Total Volume 2017-2021
- Table 61 - LBN Brand Shares of Spirits: % Total Volume 2018-2021
- Table 62 - Forecast Sales of Spirits by Category: Total Volume 2021-2026
- Table 63 - Forecast Sales of Spirits by Category: Total Value 2021-2026
- Table 64 - Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026
- Table 65 - Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

Wine in Vietnam

KEY DATA FINDINGS

2021 DEVELOPMENTS

COVID-19 measures and the new drink driving law put further pressure on sales of wine
 Still red wine benefits from being a popular gift option while e-commerce continues to gain share
 Local players benefit from import challenges

PROSPECTS AND OPPORTUNITIES

Wine is expected to bounce back but challenges remain
 Local players will focus on off-trade channels to grow sales
 Competition likely to remain fragmented in wine

CATEGORY DATA

- Table 66 - Sales of Wine by Category: Total Volume 2016-2021
- Table 67 - Sales of Wine by Category: Total Value 2016-2021
- Table 68 - Sales of Wine by Category: % Total Volume Growth 2016-2021
- Table 69 - Sales of Wine by Category: % Total Value Growth 2016-2021
- Table 70 - Sales of Wine by Off-trade vs On-trade: Volume 2016-2021
- Table 71 - Sales of Wine by Off-trade vs On-trade: Value 2016-2021
- Table 72 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021
- Table 73 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021
- Table 74 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2016-2021
- Table 75 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2016-2021
- Table 76 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2016-2021
- Table 77 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2016-2021
- Table 78 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021
- Table 79 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021
- Table 80 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2018-2021
- Table 81 - GBO Company Shares of Champagne: % Total Volume 2017-2021
- Table 82 - NBO Company Shares of Champagne: % Total Volume 2017-2021
- Table 83 - LBN Brand Shares of Champagne: % Total Volume 2018-2021
- Table 84 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021
- Table 85 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021
- Table 86 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2018-2021
- Table 87 - Forecast Sales of Wine by Category: Total Volume 2021-2026
- Table 88 - Forecast Sales of Wine by Category: Total Value 2021-2026
- Table 89 - Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026
- Table 90 - Forecast Sales of Wine by Category: % Total Value Growth 2021-2026

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