



Beer in Vietnam

June 2022

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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

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Alcoholic Drinks in Vietnam - Industry Overview

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

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Heineken and Sabeco jostle for the lead

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