



Food and Drink E-Commerce in Vietnam

February 2022

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Food and Drink E-Commerce in Vietnam - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic pushes buying food and drink online further towards the mainstream

Organic-orientated players utilise social media to connect with their audience

Home delivery supported by strong outlet network gives best results

PROSPECTS AND OPPORTUNITIES

Channel to continue dynamic performance

The freshness challenge likely to remain a barrier

Bubble unlikely to burst for soft drinks, while players will look to differentiate

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Informal retailing

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