



Spirits in Vietnam

June 2022

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Spirits in Vietnam - Category analysis

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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

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

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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

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

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