



# Tea in Vietnam

November 2025

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## Tea in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Steady, health-led expansion amid economic caution and evolving tastes

#### INDUSTRY PERFORMANCE

Tea growth slows as economic headwinds curb consumption

Health-led innovation supports higher value sales

#### WHAT'S NEXT?

Steady growth outlook supported by healthier choices and regulation

Evolving tastes fuel demand for flavoured and speciality teas

Sustainability and regional development move up the agenda

#### COMPETITIVE LANDSCAPE

Lipton maintains leadership through digital and community engagement

Cozy drives growth with flavour and format innovation

#### CHANNELS

Small local grocers remain the leading channel for tea purchases

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## Hot Drinks in Vietnam - Industry Overview

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Inflation-driven trading down constrains volumes as health and regulation steer future demand

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Macroeconomic headwinds boost value but depress volume

Inflation, rising costs and trading down to budget hot drinks

Health and wellness remain a key driver of premium demand

#### WHAT'S NEXT?

Economic recovery and tourism expected to lift demand

Sugar tax to reshape portfolios and encourage healthier choices

Sustainability agendas gain prominence across the industry

## COMPETITIVE LANDSCAPE

Nestlé leverages local production and investment to defend its lead

MacCoffee drives dynamic growth through activation and community engagement

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