



Concentrates in Vietnam

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Resilient growth driven by value, wellness innovation, and e-commerce expansion

Concentrates continues to grow in 2025, albeit more slowly

Powder concentrates remains most popular format with lower price points

WHAT'S NEXT?

Stable performance anticipated for concentrates as affordable soft drink

Functional and health trends will drive premium growth

Future innovation likely to adapt to local preferences

COMPETITIVE LANDSCAPE

Nestlé Vietnam Co Ltd retains leadership with Nestea in powder format

CHANNELS

Small local grocers remains popular distribution channel for concentrates

Further gains for retail e-commerce driven by convenience and social media

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Soft Drinks in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Innovating for growth amidst economic caution and health trends

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INDUSTRY PERFORMANCE

Resilience for soft drinks despite economic pressures

Multi-packs and larger bottles favoured for greater savings

Premium-positioned carbonated soft drink Cela focuses on functionality

Rising health concerns drive up sales of reduced sugar options

WHAT'S NEXT?

On-trade to remain dynamic channel, while sugar tax is likely to marginally impact pricing and consumers' decisions
Sustainability efforts to increasingly shape future development

COMPETITIVE LANDSCAPE

Suntory PepsiCo retains leadership with wide portfolio and marketing efforts
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