



RTD Tea in Vietnam

November 2025

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RTD Tea in Vietnam - Category analysis

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2025 DEVELOPMENTS

RTD tea sustains growth amid economic headwinds, driven by on-trade resilience and innovation

INDUSTRY PERFORMANCE

Rise in tourism drives stronger on-trade growth of RTD tea

Fresh tea from convenience stores offers competition to RTD format

WHAT'S NEXT?

Despite pessimistic outlook, RTD tea offers stronger potential via on-trade

Future innovation likely to focus on local preferences

Sugar tax regulation to potentially influence RTD tea's performance

COMPETITIVE LANDSCAPE

Tan Hiep Phat Group continues to lead RTD tea despite competitive pressures

International Food Industry's dynamic growth driven by reduced sugar option

Smaller players continue to enter competitive landscape

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Share of small local grocers gradually being eroded

Strong growth and share gain for retail e-commerce

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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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Proximity to neighbourhoods drives popularity of small local grocers
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