



Asian Speciality Drinks in Vietnam

November 2025

Table of Contents

Asian Speciality Drinks in Vietnam - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health, tourism, and digital channels fuel growth amidst evolving competition

INDUSTRY PERFORMANCE

On-trade's performance offsets marginal off-trade decline for Asian speciality drinks

Rising presence of rice water drinks in Vietnam

WHAT'S NEXT?

Positive outlook to be driven by tourism and health trends

Opportunities for reduced sugar Asian speciality drinks

Innovation likely to focus on functionality to target specific health concerns

COMPETITIVE LANDSCAPE

Interfood maintains lead amidst growing fragmentation in Asian speciality drinks

Room for new players to emerge in competitive landscape

CHANNELS

Dominant small local grocers continues to lose share

E-commerce's growth driven by convenience and attractive discounts

CATEGORY DATA

Table 1 - Off-trade Sales of Asian Speciality Drinks: Volume 2020-2025

Table 2 - Off-trade Sales of Asian Speciality Drinks: Value 2020-2025

Table 3 - Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Asian Speciality Drinks: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Asian Speciality Drinks: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2025-2030

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Soft Drinks in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Innovating for growth amidst economic caution and health trends

KEY DATA FINDINGS

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

Masan Group benefits from partnership with major football club

CHANNELS

Proximity to neighbourhoods drives popularity of small local grocers

Retail e-commerce makes further share gains in 2025

Foodservice vs retail split

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Vietnam

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SOURCES

Summary 1 - Research Sources

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