

Soft Drinks in Vietnam

November 2025

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Soft Drinks in Vietnam

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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WHAT'S NEXT?

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WHAT'S NEXT?

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COMPETITIVE LANDSCAPE

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WHAT'S NEXT?

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WHAT'S NEXT?

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Positive performance for niche of RTD coffee in local market RTD coffee faces competition from innovative non-RTD options

WHAT'S NEXT?

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Sustainable packaging is predicted to further diversify in the future

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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

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Resilient growth driven by health innovation and digital channels amidst economic shifts

INDUSTRY PERFORMANCE

Energy drinks continues to gain growth momentum due to busy lifestyles Rising focus on sugar intake creates market opportunities

WHAT'S NEXT?

Energy drinks set to continue on positive growth trajectory over forecast period Functional beverages and health needs will drive premium growth Sugar tax regulation to potentially impact future growth of energy drinks

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Manufacturers will continue to focus on innovative products to attract customers.

Sugar tax regulation could potentially impact growth of sport drinks

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Innovation likely to focus on functionality to target specific health concerns

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