



Euromonitor
International

RTD Coffee in Vietnam

November 2025

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RTD Coffee in Vietnam - Category analysis

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RTD coffee's resilience and innovation amidst economic shifts

INDUSTRY PERFORMANCE

Positive performance for niche of RTD coffee in local market

RTD coffee faces competition from innovative non-RTD options

WHAT'S NEXT?

Despite positive outlook, RTD coffee's reach will remain limited in Vietnam

Innovation to focus on taste experience and functionality

Sustainable packaging is predicted to further diversify in the future

COMPETITIVE LANDSCAPE

Ajinomoto Co Inc retains lead of consolidated competitive landscape

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Soft Drinks in Vietnam - Industry Overview

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Innovating for growth amidst economic caution and health trends

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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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