



# Cafés/Bars in Vietnam

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## Cafés/Bars in Vietnam - Category analysis

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#### 2025 DEVELOPMENTS

Strong café culture and lifestyle shifts sustain robust category growth

#### INDUSTRY PERFORMANCE

Strong social and cultural relevance underpins value growth

Chained specialist coffee and tea shops lead dynamic expansion

Delivery plays an increasingly strategic role in beverage consumption

#### WHAT'S NEXT?

Stable consumption habits and investment support future growth

Delivery continues to expand as a key fulfilment channel

Sustainability gains importance among leading operators

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SuperFoods Group leverages brand strength and national scale

Katinat Saigon Kafe accelerates growth through lifestyle positioning

Independent operators remain structurally dominant

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Inflationary pressure tempers recovery in 2025

Delivery strengthens its role in fulfilment

Experience and loyalty programmes drive differentiation

#### WHAT'S NEXT?

Stable growth supported by tourism and structural demand

Cloud kitchens gain momentum as value and convenience converge

Sustainability emerges as a competitive differentiator

## COMPETITIVE LANDSCAPE

Golden Gate Trade & Services JSC retains leadership through scale and diversification

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