



**Euromonitor
International**

Coffee in Vietnam

November 2025

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Coffee in Vietnam - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price inflation squeezes volumes while innovation and digital engagement keep demand resilient

INDUSTRY PERFORMANCE

Price pressures curb coffee consumption

Innovation and fruit-flavoured coffee sustain interest

WHAT'S NEXT?

Coffee faces bright future in Vietnam

Digital pathways reshape local coffee consumption and loyalty

Sustainable development will remain key

COMPETITIVE LANDSCAPE

Nestlé maintains overall leadership

MacCoffee posts dynamic performance

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Hot Drinks in Vietnam - Industry Overview

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Inflation-driven trading down constrains volumes as health and regulation steer future demand

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INDUSTRY PERFORMANCE

Macroeconomic headwinds boost value but depress volume

Inflation, rising costs and trading down to budget hot drinks

Health and wellness remain a key driver of premium demand

WHAT'S NEXT?

Economic recovery and tourism expected to lift demand

Sugar tax to reshape portfolios and encourage healthier choices

Sustainability agendas gain prominence across the industry

COMPETITIVE LANDSCAPE

Nestlé leverages local production and investment to defend its lead

MacCoffee drives dynamic growth through activation and community engagement

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