



Juice in Vietnam

November 2025

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Juice in Vietnam - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health trends and tourism drive resilience amid economic pressures

INDUSTRY PERFORMANCE

Of-trade demand for juice weakened

Health trends and greater availability support growth of coconut and other plant waters

WHAT'S NEXT?

Juice set to regain growth momentum over forecast period

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

Sugar tax regulation to potentially impact certain types of juice

COMPETITIVE LANDSCAPE

Suntory PepsiCo retains leadership in juice

Several players outperform category leaders

CHANNELS

Wide reach supports dominance of small local grocers in juice distribution

Retail e-commerce makes further share gains in 2025

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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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