



Energy Drinks in Vietnam

November 2025

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Energy Drinks in Vietnam - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

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

INDUSTRY PERFORMANCE

Energy drinks continue 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

COMPETITIVE LANDSCAPE

Red Bull (Vietnam) Co Ltd retains leadership of energy drinks

Strong growth for Wake-up 247 supported by strategic partnerships

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Small local grocers continues to lose share to alternative channels

Retail e-commerce makes further 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

Masan Group benefits from partnership with major football club

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