



Euromonitor  
International

# Sports Drinks in Vietnam

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## Sports Drinks in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sports drinks in Vietnam: Navigating economic shifts and health trends

#### INDUSTRY PERFORMANCE

Despite marginal decline, overall demand for sport drinks remains high  
6-pack format continues to gain traction as practical solution

#### WHAT'S NEXT?

Sport drinks will continue to appeal to active consumers  
Manufacturers will continue to focus on innovative products to attract customers.  
Sugar tax regulation could potentially impact growth of sport drinks

#### COMPETITIVE LANDSCAPE

Suntory PepsiCo retains dominance of sport drinks in 2025  
Pocari Sweat continues to make gains through various sponsorships

#### CHANNELS

Small local grocers benefits from close proximity to neighbourhoods  
Retail e-commerce continues to make impressive gains

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## [Soft Drinks in Vietnam - Industry Overview](#)

### EXECUTIVE SUMMARY

Innovating for growth amidst economic caution and health trends

### KEY DATA FINDINGS

#### 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

## CHANNELS

Proximity to neighbourhoods drives popularity of small local grocers

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Foodservice vs retail split

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#### About Euromonitor International

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