



Wine in Vietnam

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Wine sees positive growth, despite ongoing economic uncertainty, as tourism revival has positive impact on volumes

Tourism revival has positive impact on on-trade volumes

Local players see challenges from smaller, imported brands, with Italian wines especially growing in popularity

PROSPECTS AND OPPORTUNITIES

Stronger expected performance for wine, thanks improving economy, revival of tourism and influence of Western culture

Sake will see buoyant growth, while demand for non-alcoholic wine will remain negligible

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Alcoholic Drinks in Vietnam - Industry Overview

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2023 key trends

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
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