



Spirits in Vietnam

June 2024

Table of Contents

Spirits in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Enforcement of Decree 100, combined with economic downturn, contributes to decline in spirits sales

Shochu/soju continues to register strong growth

Product innovation is key to attracting consumers

PROSPECTS AND OPPORTUNITIES

Gradual recovery for spirits, although tough drink-driving laws will continue to restrict consumption

Local players will show stronger presence in English gin

Presence of low alcoholic spirits will remain negligible

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 1 - Benchmark Brands 2023

CATEGORY DATA

Table 1 - Sales of Spirits by Category: Total Volume 2018-2023

Table 2 - Sales of Spirits by Category: Total Value 2018-2023

Table 3 - Sales of Spirits by Category: % Total Volume Growth 2018-2023

Table 4 - Sales of Spirits by Category: % Total Value Growth 2018-2023

Table 5 - Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023

Table 6 - Sales of Spirits by Off-trade vs On-trade: Value 2018-2023

Table 7 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 - Sales of Dark Rum by Price Platform: % Total Volume 2018-2023

Table 10 - Sales of White Rum by Price Platform: % Total Volume 2018-2023

Table 11 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023

Table 12 - Sales of English Gin by Price Platform: % Total Volume 2018-2023

Table 13 - Sales of Vodka by Price Platform: % Total Volume 2018-2023

Table 14 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023

Table 15 - GBO Company Shares of Spirits: % Total Volume 2019-2023

Table 16 - NBO Company Shares of Spirits: % Total Volume 2019-2023

Table 17 - LBN Brand Shares of Spirits: % Total Volume 2020-2023

Table 18 - Forecast Sales of Spirits by Category: Total Volume 2023-2028

Table 19 - Forecast Sales of Spirits by Category: Total Value 2023-2028

Table 20 - Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028

Table 21 - Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

Alcoholic Drinks in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments
Summary 2 - Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 3 - Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 22 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 23 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023
Table 24 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023
Table 25 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023
Table 26 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023
Table 27 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023
Table 28 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023
Table 29 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023
Table 30 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023
Table 31 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023
Table 32 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023
Table 33 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023
Table 34 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028
Table 35 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028
Table 36 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028
Table 37 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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SOURCES

Summary 4 - Research Sources

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