



# Other Hot Drinks in Vietnam

December 2023

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## Other Hot Drinks in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Other hot drinks continues to decline in retail volume terms

Foodservice sales thriving in 2023 while Milo cements its leading position in the category

Retail E-commerce is getting popularity in other hot drinks' distribution

#### PROSPECTS AND OPPORTUNITIES

Other hot drinks set to face strong competition from various other products

Vietnam's developing health and wellness trend likely to inform new product development and innovation

Chocolate-based flavoured powder drinks likely to remain a niche, but other plant-based hot drinks should benefit from healthy image

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