

Beverage Industry

Report March 2018



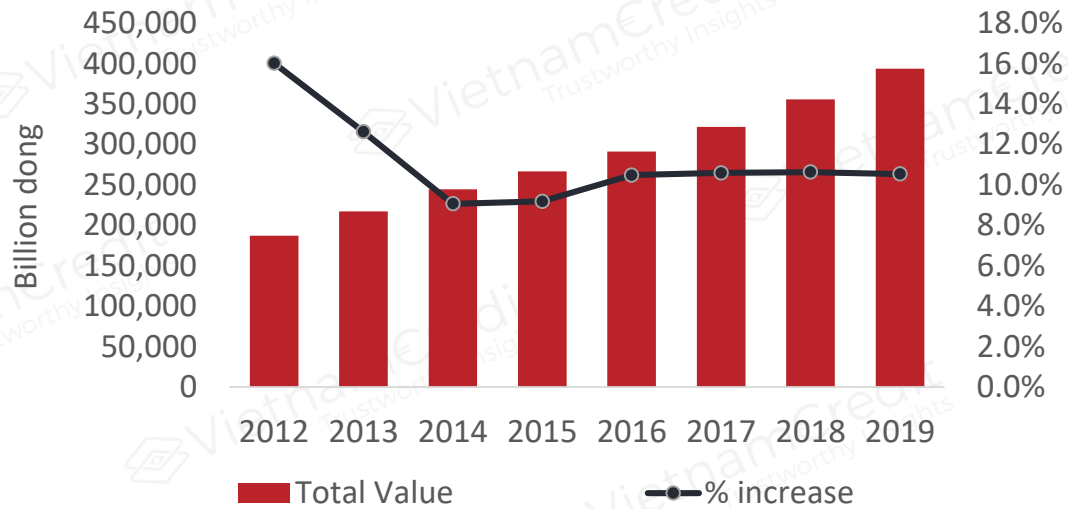
Abridged Version

OUTLINE

- 01** Market Overview
- 02** Value Chain Analysis
- 03** Key market drivers
- 04** Competitive Landscape

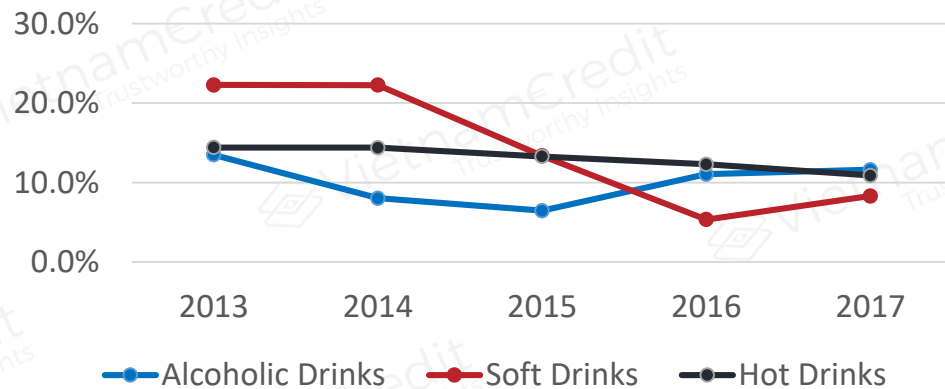
- 05** Market Entry Analysis
- 06** Industry Outlook
- 07** Top Companies Profile

Market Size



- Vietnam beverage market value increased by about 11.4%/year from 2012 to 2017. Market value in 2017 is estimated at about VND320,000 billion, an increase of 10.6% compared to 2016. This is because of
 - Growing young population and rising number of middle income individuals
 - Young and fast-pace economy
 - Drinking culture
 - Hot and humid climate
 - Consumption of tourism industry
- Market is evaluated to gradually be saturated with the slowing-down pace of growth within main segments. For example, the soft drink market value increased 8.3% in 2017, compared with 22.3% in 2013.
- However, as of 2017, a Vietnamese individual consumed about 100 litres of drinks on average each year, which is smaller than that of the world which is estimated at about 130 litres/person. Vietnam is still considered a potential beverage market.

Growth Rate of main drink segments



9.3 billion litres/year

100 litres/person/year



130 litres/person/year

Source: Euromonitor, World Bank VietnamCredit