



# 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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Alcoholic drinks in 2023: The big picture

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Retailing developments

On-trade vs off-trade split  
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