



# Spirits in Vietnam

June 2024

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## 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

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

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