

Concentrates in Vietnam

December 2023

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Concentrates in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Concentrates sees steady growth in 2023 but challenges remain Nestlé Vietnam continues to lead concentrates thanks to ongoing investment in new product development and marketing Ajinomoto Vietnam enters powder concentrates with its Blendy brand

PROSPECTS AND OPPORTUNITIES

Concentrates will remain a niche market

Health and wellness trend likely to influence market demand with international players set to retain their dominant position Retail E-commerce expected to boost sales of concentrates

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Soft Drinks in Vietnam - Industry Overview

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Fountain sales in Vietnam

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