

Carbonates in Vietnam

December 2023

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Carbonates in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health and financial issues put the brakes on the growth of carbonates in 2023
7-Up Soda Chanh looking to target younger and more health conscious consumers
Players continue to focus on sustainable packaging

PROSPECTS AND OPPORTUNITIES

Carbonates predicted to see steady growth over the forecast period backed by foreign investment in the economy
Reduced sugar carbonates are expected to grow well due to the rise of health and wellness.
Manufacturers are expected to continue focusing on sustainable packaging

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