

# Cafés/Bars in Vietnam

February 2024

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## Cafés/Bars in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cafés/bars witness continued growth, thanks to return to busy pre-pandemic lifestyles

One-stop shop concept gains favour with Vietnamese consumers.

Growing popularity of online delivery

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Continued healthy growth, with affordable pricing being a key advantage.

Digital marketing will remain instrumental in boosting performance

Eco-friendly café concept will grow in importance

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