

Cider/Perry in Vietnam

June 2024

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Cider/Perry in Vietnam - Category analysis

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2023 DEVELOPMENTS

Cider/perry continues to register positive performance

Heineken Vietnam focuses on marketing activities to strengthen its leading position

Negligible presence for non-alcoholic cider/perry

PROSPECTS AND OPPORTUNITIES

Strong performance expected, in line with the increasing influence of Western lifestyles

Cider/perry is expected to see stronger competition from flavoured shochu/soju

Local players will enhance their presence in cider/perry

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