



# Juice in Vietnam

December 2023

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## Juice in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflation and a gloomy economy limit the growth of juice in 2023, but the category's healthy image remains a big plus point  
Smaller pack sizes gaining traction among price-sensitive consumers  
E-commerce thriving as players increasingly focus on increasing their online presence

#### PROSPECTS AND OPPORTUNITIES

Juice is expected to benefit from its healthy image and an improving economy  
Players are expected to focus on promoting the health claims of their products while packaging will focus on convenience and sustainability  
Coconut and other plant waters is set to be the most dynamic category thanks to healthy image

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