



# Energy Drinks in Vietnam

December 2023

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## Energy Drinks in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Energy drink still records positive performance with slower growth rate  
Marketing and new product development a key focus of energy drinks players  
Red Bull (Vietnam) Co Ltd retains its market leader in energy drink market

#### PROSPECTS AND OPPORTUNITIES

Energy drinks is expected to become more mature with less room for development  
Developing health and wellness trend likely to restrain the growth of energy drinks  
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