

Sports Drinks in Vietnam

December 2023

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Sports Drinks in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sport events help boost the demand for sports drinks in 2023
Suntory PepsiCo Vietnam Beverage Co Ltd retains the market leader in sports drinks
Retail e-commerce is gaining its share.

PROSPECTS AND OPPORTUNITIES

Sports drinks expected to benefit from improving economy and an increasing focus on health and fitness
Distribution of sport drinks set to expand into more channels and more areas of the country
Players will continue to cooperate and sponsor sport events to gain attention from consumers.

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