



# Concentrates in Vietnam

December 2023

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## Concentrates in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Concentrates sees steady growth in 2023 but challenges remain

Nestlé Vietnam continues to lead concentrates thanks to ongoing investment in new product development and marketing

Ajinomoto Vietnam enters powder concentrates with its Blendy brand

#### PROSPECTS AND OPPORTUNITIES

Concentrates will remain a niche market

Health and wellness trend likely to influence market demand with international players set to retain their dominant position

Retail E-commerce expected to boost sales of concentrates

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