

# **Beer in Vietnam**

June 2023

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#### Beer in Vietnam - Category analysis

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Strong recovery in 2022, thanks to relaxation of social distancing measures, improving economic outlook and impact of key sporting events Rising prices in wake of Ukrainian conflict Heineken extends its lead thanks to ongoing investment in new product development, while continuing to forge ahead with its sustainability practices

#### PROSPECTS AND OPPORTUNITIES

Continued recovery for the on-trade channel Premiumisation trend will support the expansion of premium and mid-priced lagers Intensification of competition between two leading players

#### CATEGORY BACKGROUND

Lager price band methodology Summary 1 - Lager by Price Band 2022

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#### Alcoholic Drinks in Vietnam - Industry Overview

#### EXECUTIVE SUMMARY

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