

Juice in Vietnam

December 2023

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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

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