

# Energy Drinks in Vietnam

December 2023

Table of Contents

## 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  
Product innovation likely to be needed to stimulate stronger sales

#### CATEGORY DATA

- Table 1 - Off-trade Sales of Energy Drinks: Volume 2018-2023
- Table 2 - Off-trade Sales of Energy Drinks: Value 2018-2023
- Table 3 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023
- Table 4 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023
- Table 6 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023
- Table 7 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023
- Table 8 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023
- Table 9 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028
- Table 10 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028
- Table 11 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028
- Table 12 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

## Soft Drinks in Vietnam - Industry Overview

### EXECUTIVE SUMMARY

- Soft drinks in 2023: The big picture
- 2023 key trends
- Competitive landscape
- Retailing developments
- Foodservice vs retail split
- What next for soft drinks?

### MARKET DATA

- Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023  
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023  
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023  
Table 31 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023  
Table 32 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023  
Table 33 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028  
Table 34 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028  
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028  
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028  
Table 37 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028  
Table 38 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028  
Table 39 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028  
Table 40 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028  
Table 41 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028  
Table 42 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## APPENDIX

Fountain sales in Vietnam

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## SOURCES

Summary 1 - Research Sources

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