



Wine in Vietnam

June 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wine in Vietnam continues to show solid performance
Imported wine companies gain traction over domestic players
Retail e-commerce continues to grow well in 2024

PROSPECTS AND OPPORTUNITIES

Development of wine culture offers promising outlook
International brands are likely to perform better than local brands
Product innovation will be driven by imported brands

CATEGORY DATA

- Table 1 - Sales of Wine by Category: Total Volume 2019-2024
- Table 2 - Sales of Wine by Category: Total Value 2019-2024
- Table 3 - Sales of Wine by Category: % Total Volume Growth 2019-2024
- Table 4 - Sales of Wine by Category: % Total Value Growth 2019-2024
- Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2019-2024
- Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2019-2024
- Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2019-2024
- Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2019-2024
- Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2019-2024
- Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2019-2024
- Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2019-2024
- Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2019-2024
- Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024
- Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024
- Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2021-2024
- Table 16 - GBO Company Shares of Champagne: % Total Volume 2020-2024
- Table 17 - NBO Company Shares of Champagne: % Total Volume 2020-2024
- Table 18 - LBN Brand Shares of Champagne: % Total Volume 2021-2024
- Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024
- Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024
- Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2021-2024
- Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024
- Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024
- Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2021-2024
- Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2020-2024
- Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2020-2024
- Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2021-2024
- Table 28 - Forecast Sales of Wine by Category: Total Volume 2024-2029
- Table 29 - Forecast Sales of Wine by Category: Total Value 2024-2029
- Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2024-2029
- Table 31 - Forecast Sales of Wine by Category: % Total Value Growth 2024-2029

Alcoholic Drinks in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 32 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 33 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024
Table 34 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024
Table 35 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024
Table 36 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024
Table 37 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024
Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024
Table 39 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024
Table 40 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024
Table 41 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024
Table 42 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024
Table 43 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029
Table 44 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029
Table 45 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029
Table 46 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wine-in-vietnam/report.