



# Tea in Vietnam

December 2023

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## Tea in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Tea continues to record positive retail value growth in 2023

Fruit/herbal tea is the most dynamic tea category in 2023 as focus on health and wellness continues to grow

Instant tea benefits from product innovation with a focus on reduced sugar options

#### PROSPECTS AND OPPORTUNITIES

Tea sales expected to see strong growth thanks to the various health claims of these products and an improving economy

Health and wellness will remain a key influence on sales of tea

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