



**Euromonitor
International**

Hot Drinks in Vietnam

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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- Players struggle to maintain prices amidst rising prices of raw materials
- Product innovation stimulates interest and consumer demand
- Trung Nguyen Corp leverages its chained coffee shops to strengthen its brand name

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- Coffee predicted to see healthy growth in the forecast period
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Tea in Vietnam

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Vietnamese consumers continue to tighten their spending, affecting the growth of tea

Product innovation stimulates consumer demand and interest

Online channels help boost sales of tea in 2024

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KEY DATA FINDINGS

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Other hot drinks records positive value growth, while volumes continue to decline

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A greater emphasis on online channels in hot drinks in 2024

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