



Euromonitor
International

RTD Tea in Vietnam

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- RTD tea continues to record strong performances both off-trade and on-trade
- Fresh tea from convenience stores limits the growth of RTD tea in 2024
- Manufacturers launch new innovative products to attract consumers

PROSPECTS AND OPPORTUNITIES

- RTD tea predicted to grow well in the future thanks to a brighter economic performance
- Retail e-commerce and digital marketing set to boost volume sales of RTD tea
- The presence of kombucha is expected to remain negligible

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Soft Drinks in Vietnam - Industry Overview

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Fountain sales in Vietnam

Fountain sales continue to grow thanks to the expansion of fast food stores and cinemas

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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