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RTD Coffee in Vietnam

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- RTD coffee experiences growth as the number of tourists increases
- Product innovation continues with new Nescafé launch
- RTD coffee faces competition from innovative non-RTD coffee products

PROSPECTS AND OPPORTUNITIES

- RTD coffee set to maintain healthy growth, especially on-trade
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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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