



Coffee in Vietnam

December 2023

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Coffee in Vietnam - Category analysis

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2023 DEVELOPMENTS

Demand for coffee impacted by a slowdown in the economy and elevated inflation

Production shortfall leads to a sharp rise in the price of coffee beans

Coffee continues to benefit from new product innovation

PROSPECTS AND OPPORTUNITIES

Coffee is expected to see the better performance over the forecast period

Consumers expected to show higher interest in fresh coffee

Limited opportunities expected for pods, but local players and foodservice operators could carve out more share in the market

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