



Energy Drinks in Vietnam

December 2023

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Energy Drinks in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Energy drink still records positive performance with slower growth rate
Marketing and new product development a key focus of energy drinks players
Red Bull (Vietnam) Co Ltd retains its market leader in energy drink market

PROSPECTS AND OPPORTUNITIES

Energy drinks is expected to become more mature with less room for development
Developing health and wellness trend likely to restrain the growth of energy drinks
Product innovation likely to be needed to stimulate stronger sales

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