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International

# Sports Drinks in Vietnam

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sports drinks records growth thanks to regular major sports events in 2024
- The presence of sugar-free products is increasing in the market
- Retail e-commerce helps to boost sales of sports drinks

PROSPECTS AND OPPORTUNITIES

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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

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Summary 1 - Research Sources

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