



Wine in Vietnam

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Wine in Vietnam continues to show solid performance
- Imported wine companies gain traction over domestic players
- Retail e-commerce continues to grow well in 2024

PROSPECTS AND OPPORTUNITIES

- Development of wine culture offers promising outlook
- International brands are likely to perform better than local brands
- Product innovation will be driven by imported brands

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Alcoholic Drinks in Vietnam - Industry Overview

EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

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