



Spirits in Vietnam

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirits reports volume decline due to weak performance of local white spirits
Hite Jinro Vietnam remains category leader
Small local grocers continue to lead off-trade distribution channels

PROSPECTS AND OPPORTUNITIES

Spirits is expected to witness steady recovery in volume sales
Local white spirits will continue to face challenges
Presence of low alcoholic spirits will remain negligible

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Vietnam - Industry Overview

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2024 key trends
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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
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