



Euromonitor  
International

# Hot Drinks in Vietnam

November 2025

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### EXECUTIVE SUMMARY

Inflation-driven trading down constrains volumes as health and regulation steer future demand

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Macroeconomic headwinds boost value but depress volume

Inflation, rising costs and trading down to budget hot drinks

Health and wellness remain a key driver of premium demand

### WHAT'S NEXT?

Economic recovery and tourism expected to lift demand

Sugar tax to reshape portfolios and encourage healthier choices

Sustainability agendas gain prominence across the industry

### COMPETITIVE LANDSCAPE

Nestlé leverages local production and investment to defend its lead

MacCoffee drives dynamic growth through activation and community engagement

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## KEY DATA FINDINGS

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Price inflation squeezes volumes while innovation and digital engagement keep demand resilient

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Price pressures curb coffee consumption

Innovation and fruit-flavoured coffee sustain interest

### WHAT'S NEXT?

Coffee faces bright future in Vietnam

Digital pathways reshape local coffee consumption and loyalty

Sustainable development will remain key

### COMPETITIVE LANDSCAPE

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Steady, health-led expansion amid economic caution and evolving tastes

### INDUSTRY PERFORMANCE

Tea growth slows as economic headwinds curb consumption

Health-led innovation supports higher value sales

### WHAT'S NEXT?

Steady growth outlook supported by healthier choices and regulation

Evolving tastes fuel demand for flavoured and speciality teas  
Sustainability and regional development move up the agenda

## COMPETITIVE LANDSCAPE

Lipton maintains leadership through digital and community engagement  
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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Economic pressure weighs on volumes as healthier reformulation and brand engagement sustain relevance

## INDUSTRY PERFORMANCE

Other hot drinks suffers amid economic pressures  
Cereal bars compete for breakfast and snack occasions

## WHAT'S NEXT?

Future growth may be hampered by maturity and rising competition from alternative breakfast solutions  
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Sustainability and education campaigns reinforce brand equity

## COMPETITIVE LANDSCAPE

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