



Euromonitor
International

Cafés/Bars in Vietnam

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Cafés/Bars in Vietnam - Category analysis

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2025 DEVELOPMENTS

Strong café culture and lifestyle shifts sustain robust category growth

INDUSTRY PERFORMANCE

Strong social and cultural relevance underpins value growth

Chained specialist coffee and tea shops lead dynamic expansion

Delivery plays an increasingly strategic role in beverage consumption

WHAT'S NEXT?

Stable consumption habits and investment support future growth

Delivery continues to expand as a key fulfilment channel

Sustainability gains importance among leading operators

COMPETITIVE LANDSCAPE

SuperFoods Group leverages brand strength and national scale

Katinat Saigon Kafe accelerates growth through lifestyle positioning

Independent operators remain structurally dominant

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Consumer foodservice benefits from tourism recovery and strong eating-out culture

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INDUSTRY PERFORMANCE

Inflationary pressure tempers recovery in 2025

Delivery strengthens its role in fulfilment

Experience and loyalty programmes drive differentiation

WHAT'S NEXT?

Stable growth supported by tourism and structural demand

Cloud kitchens gain momentum as value and convenience converge

Sustainability emerges as a competitive differentiator

COMPETITIVE LANDSCAPE

Golden Gate Trade & Services JSC retains leadership through scale and diversification

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