Soft Drinks - Vietnam

Euromonitor International : Country Market Insight

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SOFT DRINKS IN VIETNAM

EXECUTIVE SUMMARY

Healthy Drinks Gain Acceptance

Consumer concerns about calorie intake continued to rise due to the higher number of obesity cases and dental problems reported by the Ministry of Health in the media in the review period. As a result, local consumers paid more attention to healthier types such as RTD tea and fruit/vegetable juice. In 2010, these two categories enjoyed strong growth in total volume and value sales. RTD tea recorded the highest total volume growth in soft drinks in 2010 thanks to its healthy image and refreshing flavour. On the other hand, carbonates continued to register a decline in off-trade volume sales because consumers started to turn away from this product type in search of healthier options.

Marketing and Pr Become More Important

With the higher level of competition in soft drinks in Vietnam, domestic and local manufacturers found it harder to make their brands stand out in the crowd in 2010. In addition, consumers are gradually becoming immune to advertising as they watch hundreds of advertisements every day. Consequently, manufacturers have to continuously find new ways to promote their products creatively and effectively to attract the attention of consumers.

Tan Hiep Phat Group Consolidates Its Leading Position

The rapid development of RTD tea in Vietnam helped Tan Hiep Phat Group to maintain its leading position in retail volume and value sales terms in 2010. The company was followed by URC Vietnam Co Ltd. Tan Hiep Phat has been very successful with its advertising campaign in support of Dr Thanh. Through a strong understanding of the market and consumer behaviour, the company's creative advertising quickly led to success for Dr Thanh. PepsiCo Vietnam (PIVN) and Coca-Cola Beverages Vietnam Co Ltd are ranked third and fourth respectively in 2010, although both multinationals lost shares due to declining sales of carbonates.

Independent Small Grocers Remain the Key Main Distribution Channel

During the review period, soft drinks were mainly distributed through independent small grocers, thanks to their convenient locations and widespread availability across the nation. Despite being a very traditional channel and constantly facing tough competition from the modern grocery channels such as hyper/supermarkets and convenience stores, independent small grocers were still favoured by many consumers. Usually located within neighbourhoods, these shops' owners usually had good relationships with the buyers in the surrounding areas, which made them a pleasant place to shop at.

Soft Drinks Is Expected To Register Healthy Growth in the Forecast Period

Over the forecast period, the demand for soft drinks in Vietnam is predicted to rise, and existing production levels might not satisfy the increasing demand. Vietnam is one of the most attractive markets for international and domestic players because per capita consumption is much lower than in many other Asia Pacific countries. In spite of the negative growth trend in off-trade volume terms over the review period, carbonates might recover thanks to the expansion of consumer foodservice. Moreover, carbonates manufacturers might switch to producing low calorie carbonates to respond to the rising level of consumer health awareness in Vietnam.

KEY TRENDS AND DEVELOPMENTS

Perceived Healthy Drinks Benefit From the Health and Wellness Trend

In 2010, beverages that were perceived to be healthy, such as RTD tea, bottled water and fruit/vegetable juice, continued to grow strongly, or even faster than in 2009, thanks to increasing health consciousness among consumers. This can be attributed to improving living conditions, with many urban consumers becoming more sophisticated in terms of their choice of food and drink. With many recent cases of food poisoning and bad manufacturing practices, consumers are reading packaging labels more carefully, and they are shifting to trusted brands and products that are perceived to contain higher levels of nutrition.

Current Impact

Rising consumer awareness of health and wellness resulted in strong growth for perceived healthy drinks. RTD tea, fruit/vegetable juice and bottled water recorded the fastest total volume sales growth in 2010, while the only product type to register negative growth was carbonates. This shows that consumers are making conscious choices instead of simply being affected by manufacturers' marketing efforts, as advertisements for carbonates were much more prominent than for fruit/vegetable juice or bottled water.

Manufacturers and importers tried to capture this trend. Many importers introduced more foreign brands and a wider variety of products to give consumers more choice, for example Mr Drink and Welch's. In particular, the Big C hypermarket chain introduced its premium private label, Casino Bio, which can be considered the first mainstream organic fruit/vegetable juice in Vietnam.

Outlook

The trend for healthier beverages is expected to be prominent in the forecast period, thanks to various factors. Improving living standards and better education will result in higher demand from consumers for good quality, high nutrition products. The rising number of obesity cases, which is frequently reported in the media, will create a fear factor, urging consumers to be more careful about their food and drink choices.

One threat to the development of this trend is the increasingly busy lifestyles of urban consumers. Hectic and stressful lifestyles could encourage many consumers to turn to comfort or indulgence food and drink products, which tend to be unhealthier choices.

Future Impact

With the rising demand for healthy and nutritious, yet tasty, products, industry players will face more challenges and tougher competition to provide consumers with the products they want. Research and development will also need to be put to good use, as consumers are expected to make more informed purchasing decisions. Many consumers are developing the habit of reading labels before choosing products. Thus, manufacturers are expected to launch more wholesome products to capture the attention of consumers.

While total volume sales of carbonates are expected to decline, RTD tea, bottled water and fruit/vegetable juice are projected to register strong growth over the forecast period. Therefore, leading international players, such as PepsiCo Vietnam and Coca-Cola Beverages, might shift their local focus to perceived healthier product types. Consumers will benefit most from this trend, as they can enjoy good new products from both big domestic players, including Vietnam Dairy Products JSC (Vinamilk) and Tan Hiep Phat, and international giants.

Distribution and Marketing Play Significant Roles

During the review period, the more intense competitive environment in soft drinks in Vietnam put strong pressure on both domestic and international manufacturers. Improving living standards and rising household income increasing the demand from local consumers, and the need for more sophisticated products. Therefore, it is difficult for manufacturers to lure consumers to their brands or to differentiate their offerings from those of competitors. Hence, marketing and distribution have become more and more important in terms of the success of manufacturers in the review period. Vietnamese consumers pay little attention to advertisements given the soaring number of brands available. Manufacturers are therefore required to create impressive and creative advertisements to lead consumers to their brands.

Besides marketing, distribution is crucial for any soft drinks manufacturer looking to establish a presence in Vietnam. As most producers continue to upgrade their production technology, the taste offered by soft drinks brands is not significantly different. Therefore, consumers normally choose a brand that is available where they shop or in coffee shops. As a result, a nationwide distribution network is a key factor in the success of soft drinks manufacturers in Vietnam.

Current Impact

In 2010, many domestic and international manufacturers executed various marketing and advertising campaigns. The biggest campaigns were provided by PepsiCo Vietnam, Coca-Cola Beverages and Tan Hiep Phat. During 2010, PepsiCo Vietnam's and Coca-Cola Beverages's advertisements featured famous football players to coincide with the World Cup in South Africa. These campaigns tried to stimulate sales of their carbonates by tapping into the passion for football among Vietnamese consumers. These two major international players aggressively advertised brands on television and the internet, and in newspapers and magazines. Thus, despite the decline in off-trade volume sales of carbonates, PepsiCo Vietnam and Coca-Cola Beverages increased their retail volume sales in soft drinks and affirmed their leading positions in carbonates.

Another example of successful marketing is Tan Hiep Phat's Dr Thanh. Although Dr Thanh was introduced in Vietnam at the end of 2009, the company launched a very successful marketing campaign, which ensured that Dr Thanh reached every province in Vietnam within two months. In 2010, the brand registered dynamic off-trade volume growth to consolidate its position in soft drinks.

PepsiCo Vietnam, Coca-Cola Beverages and Tan Hiep Phat possess nationwide distribution networks. Consumers can easily find their products in various distribution channels, from supermarkets/hypermarkets and independent small grocers to coffee shops and wet markets. These strong distribution systems contribute to their success in soft drinks in Vietnam.

Outlook

Consumers are quick to switch brands because soft drinks are classified as low-involvement product types. Hence, manufacturers are expected to increase their advertising and marketing efforts to encourage existing consumers to choose their products while attracting new consumers in the forecast period. Furthermore, some types, such as RTD tea and fruit/vegetable juice, are still at the development stage, and a consolidation trend might occur during the forecast period. Unique and attention-catching advertising campaigns and better distribution reach are essential for manufacturers seeking to stand out and gain share to secure their competitive position.

Future Impact

In the forecast period, consumers will be targeted by more creative advertising campaigns from manufacturers. For example, in 2010, Tan Hiep Phat launched a new advertising campaign for Zero Degree Green Tea (RTD tea). Instead of focusing on the freshness and coolness of the drink as in previous advertisements, the company associated relaxed and comfortable sensations with consuming Zero Degree Green Tea. Tan Hiep Phat is predicted to continue this new advertising theme in the forecast period, in order to renew its first successful brand, which has been losing shares to brands such as C2 Cool & Clean (URC Vietnam) and Lipton Pure Green Tea.

More importantly, both local and international manufacturers will cooperate with supermarkets and hypermarkets to launch various discounting and promotional campaigns to boost sales. Local manufacturers might focus on distribution in rural and suburban areas to avoid direct competition from giant multinationals.

Local Manufacturers Make Gains

In the past, when carbonates led soft drinks in Vietnam, international manufacturers such as PepsiCo Vietnam and Coca-Cola Beverages dominated thanks to their financial strength and global experience. Since the introduction of Zero Degree Green Tea in Vietnam, domestic manufacturers, especially Tan Hiep Phat, have gained shares from international brands. Over the review period, as consumers became more aware of their calorie intake, they paid increasing attention to healthier beverages such as Asian speciality drinks, RTD tea and fruit/vegetable juice, where domestic manufacturers have a stronger presence.

Current Impact

Local manufacturers such as Vietnam Dairy Products (Vinamilk) have been very active in marketing their brands. For example, Vinamilk launched various for its fruit/vegetable juice products in popular supermarkets and hypermarkets to encourage local consumers, who are attracted by special offers and discounts. Furthermore, at the end of the review period, Vinamilk launched new packaging, which is professional and appealing in appearance, in order to persuade local consumers that Vietnamese offerings are of similar high quality to foreign brands. Meanwhile, Tan Hiep Phat was one of the most successful domestic manufacturers in 2010, partly due to its advertising support for Dr Thanh, which reflected the company's good understanding of the market and local consumer behaviour.

Outlook

The competitive landscape in soft drinks in Vietnam remained quite fragmented in 2010. Therefore, local and international players are looking to compete more aggressively in the forecast period. The rising health awareness in the country is encouraging domestic players to continue to develop their areas of strength in RTD tea, fruit/vegetable juice and Asian speciality drinks. The consolidation trend is predicted to occur in the short-to-medium term, as most manufacturers try to maintain or improve their competitive positions.

Future Impact

The competitive environment is expected to intensify in the forecast period. With the support of the government, local players will be more active in the industry. For example, local manufacturers will increasingly participate in trade fairs in an attempt to generate brand awareness among Vietnamese consumers. Furthermore, the limited budges of domestic companies might encourage a focus on rural areas, which account for 80% of the national territory. On the other hand, international manufacturers could utilise new product developments to increase their penetration of Vietnamese households. However, the leading local players, such as Tan Hiep Phat and Vinamilk, are expected to hold the key to product innovation in soft drinks in Vietnam.

Rapid Penetration of Consumer Foodservice

With the fast pace of industrialisation and the development of economy, the lifestyles of Vietnamese consumers are increasingly hectic. People tend to spend more time at work, which reduces time for cooking and household chores. As a result, more and more consumers are dining out to save time. In 2010, the number of consumer foodservice outlets, especially fast food, increased rapidly in response to the growing demand from consumers.

Current Impact

The development of consumer foodservice in Vietnam offers good growth opportunities for on-trade sales of soft drinks as consumers tend to order such beverages with meals. Carbonates, bottled water, RTD tea and Asian speciality drinks are the most popular soft drinks in the on-trade channel. Manufacturers responded to the increased demand in the on-trade channel by offering consumers a wide range of products in different bottle formats and sizes. For example, Coca-Cola and Pepsi are available in 300ml glass bottles, 350ml, 500ml and 1.5 litre PET bottles to accommodate different usage and consumption occasions.

In Vietnam, teenagers, in particular, often socialise in fast food outlets. Carbonates is the main type of soft drink consumed in fast food outlets. The rising number of fast food outlets by brands such as Lotteria, KFC and Jollibee boosted on-trade volume sales of carbonates, despite declining sales in the off-trade channel.

Outlook

Teens and young adults demand for a place where they can socialise with friends, colleagues and family. Therefore, it is expected that the number of consumer foodservice outlets will continue to grow over the forecast period in line with the dining out. The number of consumer foodservice outlets is predicted to reach around 550,000 in 2010. Popular consumer foodservice types in Vietnam include fast food, full-service restaurants and specialist coffee shops.

Future Impact

Fast food, full-service restaurants and cafés/bars are expected to create good growth opportunities for soft drinks in Vietnam. For specialist coffee shops, soft drinks represent a good choice for consumers who are not into hot drinks. The most common soft drinks sold in coffee shops are carbonates, bottled water and Asian speciality drinks, which have a longer presence in these outlets. Most soft drinks in consumer foodservice outlets are served in glass bottles. While the price of soft drinks in fast food outlets, coffee shops and full-service restaurants are much more expensive than in the off-trade channel, the prices of soft drinks from street vendors are not significantly lower.

Private Label Offers Growth Potential

2009 and 2010 witnessed the increasing availability of private label soft drinks. More importantly, these products were available in various categories. Big C's Casino, and Co.opMart are examples of private labels targeted at mass consumers. Big C also introduced Casino Bio in 2010, a range of fruit/vegetable juice made from organic produce, aimed at high-end consumers.

Current Impact

In soft drinks, the participation of private label was still at an early stage of development. The number of private label products remains limited. However, the entrance of big names like Big C and Co.opMart is a good start, and the consumer awareness of private label is growing.

Although there are few private labels present in soft drinks in Vietnam, there is a good variety of products for consumers to choose from. Private labels are positioned from mass (eg Casino fruit juice, or Co.opMart bottled water) to premium (Casino Bio organic fruit/vegetable juice). They also vary in terms of pricing and positioning across categories, including bottled water and fruit/vegetable juice. However, in 2010, private label sales remained negligible.

Outlook

According to Vietnam Retail Association, which issued a public announcement in early 2011, the modern retailing landscape, including modern grocery retailers like hypermarkets, supermarkets and convenience stores, is expected to grow strongly and gradually take over from traditional retailers in the medium-to-long term. This provides private label players with growth opportunities as they will have more exposure to mass market consumers and better coverage throughout the country.

Growing consumer demand might also be a catalyst for the expansion of private label in the future. Smart shopping is expected to rise as consumers continue to look for higher value for money products. Thus, private label has a competitive advantage thanks to a fuss-free image, and the offer of high-quality products at relatively low prices.

Future Impact

With the expected rise of modern retailing, private label soft drinks may become the focus of many retailers looking to gain competitive advantages. The wide availability of private label products in home care and packaged food in 2010 is expected to lead to private label penetration in other industries, including soft drinks.

However, private label will need time to successfully penetrate soft drinks. With the rapidly increasing number of brands in the market, together with manufacturers' efforts in launching more creative marketing campaigns, it might be more challenging for private labels to catch consumers' attention and drive sales.

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: Volume 2005-2010

Million litres

	2005	2006	2007	2008	2009	2010
Off-trade	260.1	309.8	372.3	477.0	621.6	768.4
On-trade	370.5	411.6	467.2	555.1	643.9	734.6
Total	630.5	721.4	839.5	1,032.2	1,265.5	1,503.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*
Note: *Excludes powder concentrates*

Table 2 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: % Volume Growth 2005-2010

% volume growth

	2009/10	2005-10 CAGR	2005/10 TOTAL
Off-trade	23.6	24.2	195.5
On-trade	14.1	14.7	98.3
Total	18.8	19.0	138.4

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
Note: Excludes powder concentrates

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2005-2010

VND billion

	2005	2006	2007	2008	2009	2010
Off-trade	2,783.3	3,391.1	4,201.3	5,624.6	7,658.0	9,789.7
On-trade	6,101.9	6,960.6	8,280.6	10,706.1	13,198.1	15,778.8
Total	8,885.2	10,351.7	12,481.9	16,330.7	20,856.2	25,568.5

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2005-2010

% current value growth

	2009/10	2005-10 CAGR	2005/10 TOTAL
Off-trade	27.8	28.6	251.7
On-trade	19.6	20.9	158.6
Total	22.6	23.5	187.8

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2010

Million litres

	Off-trade	On-trade	TOTAL
Bottled Water	198.4	281.1	479.5
Carbonates	66.1	188.6	254.7
Concentrates	0.2	-	0.2
Fruit/Vegetable Juice	50.9	10.0	60.9
RTD Coffee	0.6	0.2	0.8
RTD Tea	417.1	226.3	643.4
Sports and Energy Drinks	33.4	17.3	50.8
Asian Speciality Drinks	435.7	241.6	677.3
Soft Drinks	768.4	734.6	1,503.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
Note: Excludes powder concentrates

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2010

% volume analysis

	Off-trade	On-trade	Total
Bottled Water	41.4	58.6	100.0
Carbonates	25.9	74.1	100.0
Concentrates	100.0	-	100.0
Fruit/Vegetable Juice	83.6	16.4	100.0
RTD Coffee	77.5	22.5	100.0
RTD Tea	64.8	35.2	100.0
Sports and Energy Drinks	65.9	34.1	100.0
Asian Speciality Drinks	64.3	35.7	100.0
Soft Drinks	51.1	48.9	100.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*
Note: *Excludes powder concentrates*

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2010

VND billion

	Off-trade	On-trade	TOTAL
Bottled Water	1,030.5	2,712.4	3,742.9
Carbonates	796.3	3,859.6	4,656.0
Concentrates	98.4	-	98.4
Fruit/Vegetable Juice	1,184.4	397.1	1,581.5
RTD Coffee	16.4	4.7	21.1
RTD Tea	6,025.9	7,805.1	13,831.0
Sports and Energy Drinks	590.7	456.4	1,047.1
Asian Speciality Drinks	6,476.5	8,507.2	14,983.6
Soft Drinks	9,789.7	15,778.8	25,568.5

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2010

% value analysis

	Off-trade	On-trade	Total
Bottled Water	27.5	72.5	100.0
Carbonates	17.1	82.9	100.0
Concentrates	100.0	-	100.0
Fruit/Vegetable Juice	74.9	25.1	100.0
RTD Coffee	77.7	22.3	100.0
RTD Tea	43.6	56.4	100.0
Sports and Energy Drinks	56.4	43.6	100.0
Asian Speciality Drinks	43.2	56.8	100.0
Soft Drinks	38.3	61.7	100.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 9 Off-trade Sales of Soft Drinks (as sold) by Category: Volume 2005-2010

Million litres

	2005	2006	2007	2008	2009	2010
Bottled Water	107.4	121.3	136.5	154.8	174.9	198.4
Carbonates	73.9	71.9	70.4	68.5	67.3	66.1
Concentrates	0.1	0.1	0.2	0.2	0.2	0.2
Fruit/Vegetable Juice	23.6	27.1	31.0	36.9	42.6	50.9
RTD Coffee	0.3	0.3	0.4	0.5	0.5	0.6
RTD Tea	26.6	59.4	102.9	184.0	302.6	417.1
Sports and Energy Drinks	27.0	28.4	29.6	30.7	32.0	33.4

Asian Speciality Drinks	38.7	72.6	117.2	199.5	319.5	435.7
Soft Drinks	260.1	309.8	372.3	477.0	621.6	768.4

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*
Note: *Excludes powder concentrates*

Table 10 Off-trade Sales of Soft Drinks (as sold) by Category: % Volume Growth 2005-2010

% volume growth

	2009/10	2005-10 CAGR	2005/10 TOTAL
Bottled Water	13.4	13.1	84.7
Carbonates	-1.8	-2.2	-10.5
Concentrates	6.5	4.9	27.0
Fruit/Vegetable Juice	19.6	16.7	116.0
RTD Coffee	10.7	14.7	98.8
RTD Tea	37.8	73.4	1,468.5
Sports and Energy Drinks	4.6	4.4	24.0
Asian Speciality Drinks	36.4	62.3	1,026.9
Soft Drinks	23.6	24.2	195.5

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*
Note: *Excludes powder concentrates*

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2005-2010

VND billion

	2005	2006	2007	2008	2009	2010
Bottled Water	538.8	603.0	684.1	785.8	896.8	1,030.5
Carbonates	827.0	807.9	800.6	787.4	786.1	796.3
Concentrates	61.3	68.2	75.6	82.8	89.6	98.4
Fruit/Vegetable Juice	465.2	559.1	665.6	822.2	972.0	1,184.4
RTD Coffee	6.5	7.3	8.0	11.4	13.6	16.4
RTD Tea	383.3	821.4	1,429.2	2,575.1	4,309.8	6,025.9
Sports and Energy Drinks	474.0	494.0	504.5	522.3	548.7	590.7
Asian Speciality Drinks	630.4	1,109.1	1,760.9	2,941.4	4,715.2	6,476.5
Soft Drinks	2,783.3	3,391.1	4,201.3	5,624.6	7,658.0	9,789.7

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2005-2010

% current value growth

	2009/10	2005-10 CAGR	2005/10 TOTAL
Bottled Water	14.9	13.8	91.3
Carbonates	1.3	-0.8	-3.7
Concentrates	9.8	9.9	60.4
Fruit/Vegetable Juice	21.9	20.6	154.6
RTD Coffee	20.5	20.2	150.9
RTD Tea	39.8	73.5	1,471.9
Sports and Energy Drinks	7.6	4.5	24.6
Asian Speciality Drinks	37.4	59.3	927.4
Soft Drinks	27.8	28.6	251.7

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 13 Company Shares of Off-trade Soft Drinks (as sold) by Volume 2006-2010

% off-trade volume Company	2006	2007	2008	2009	2010
Tan Hiep Phat Group	7.4	13.3	17.9	21.6	23.4
URC Vietnam Co Ltd	4.8	7.1	10.1	12.2	13.3
PepsiCo Vietnam (PIVN)	17.2	15.8	13.5	11.2	10.0
Coca-Cola Beverages Vietnam Co Ltd	14.1	11.5	9.3	7.6	6.5
La Vie Joint Venture Co	8.6	8.2	7.2	6.3	6.3
Saigon Beverages JSC (Tribeco)	4.0	3.0	4.5	4.4	4.6
Saigon Pure Water Pte Enterprise	6.9	6.3	5.4	4.4	3.9
Vital JSC	5.0	4.5	3.9	3.2	2.9
Tan Quang Minh Manufacture & Trading Co Ltd	0.5	0.8	1.2	2.0	2.1
Interfood Shareholding Co	4.3	3.3	2.7	2.1	1.9
Dona New Tower JV Co	2.4	2.0	1.8	1.5	1.3
Vietnam Dairy Products JSC (Vinamilk)	0.8	0.9	1.1	1.0	1.3
Pepsi-Lipton International	0.1	0.1	0.7	1.0	1.2
Tropical Wave Corp	1.1	1.0	1.0	0.8	0.8
Sapina Holding Corp Ltd	1.5	1.3	1.1	0.8	0.7
Vinh Hao Mineral Water JSC	0.6	0.7	0.6	0.6	0.5
Chuong Duong Beverages JSC	1.3	1.1	0.9	0.7	0.5
CKL Vietnam Corp	1.3	1.0	0.6	0.4	0.4
Pokka Corp	1.4	1.0	0.7	0.4	0.3
A&B Foods & Beverage Co Ltd	0.8	0.7	0.5	0.4	0.3
Malee Sampran PLC	0.2	0.2	0.2	0.2	0.3
Taisho Pharmaceutical Co Ltd	0.4	0.4	0.3	0.3	0.3
National Foods Pty Ltd	0.1	0.1	0.2	0.2	0.2
Multinational Food & Beverage Corp	0.2	0.2	0.1	0.1	0.1
Tien Hai Mineral Water Co Ltd	0.1	0.1	0.1	0.1	0.1
Khanh Hoa Mineral Water JSC	0.1	0.1	0.1	0.1	0.1
Quang Ngai Sugar JSC	0.2	0.1	0.1	0.1	0.1
National Grape Co-operative Association Inc	0.1	0.1	0.0	0.0	0.0
Litex Corp	0.1	0.1	0.1	0.1	-
Nestlé Vietnam Ltd	0.1	0.0	0.0	-	-
Original Juice Co Pty Ltd	0.3	0.1	-	-	-
Lim Siang Huat Pte Ltd	0.0	-	-	-	-
Tribeco Co Ltd	-	-	-	-	-
International Food Processing Joint Venture Co	-	-	-	-	-
International Beverages Co (IBC)	-	-	-	-	-
Chuong Duong Beverages Co	-	-	-	-	-
Others	13.8	14.7	14.1	16.1	16.8
Total	100.0	100.0	100.0	100.0	100.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*
Note: *Excludes powder concentrates*

Table 14 Brand Shares of Off-trade Soft Drinks (as sold) by Volume 2007-2010

% off-trade volume

Brand	Company	2007	2008	2009	2010
Zero Degree Green Tea	Tan Hiep Phat Group	11.3	16.1	18.8	20.0
C2 Cool & Clean	URC Vietnam Co Ltd	7.1	10.1	12.2	13.3
La Vie	La Vie Joint Venture Co	8.2	7.2	6.3	6.3
Aquafina	PepsiCo Vietnam (PIVN)	5.5	5.1	4.5	4.3
Sapuwa	Saigon Pure Water Pte Enterprise	6.3	5.4	4.4	3.9
Green Tea 100	Saigon Beverages JSC (Tribeco)	-	2.1	2.6	3.1
Joy	Coca-Cola Beverages Vietnam Co Ltd	4.1	3.8	3.4	3.1
Vital	Vital JSC	4.5	3.9	3.2	2.9
Dr Thanh	Tan Hiep Phat Group	-	0.3	1.6	2.3
Wonderfarm	Interfood Shareholding Co	2.8	2.4	1.9	1.6
Mirinda	PepsiCo Vietnam (PIVN)	2.9	2.2	1.7	1.3
Sting	PepsiCo Vietnam (PIVN)	1.7	1.6	1.4	1.3
Pepsi	PepsiCo Vietnam (PIVN)	2.8	2.2	1.6	1.3
Vinamilk	Vietnam Dairy Products JSC (Vinamilk)	0.9	1.1	1.0	1.3
A*Nuta Green Tea	Tan Quang Minh Manufacture & Trading Co Ltd	0.8	1.2	1.2	1.2
Lipton Pure Green Tea	Pepsi-Lipton International	-	0.6	0.9	1.1
Coca-Cola	Coca-Cola Beverages Vietnam Co Ltd	2.4	1.8	1.4	1.1
Tribeco	Saigon Beverages JSC (Tribeco)	2.9	1.8	1.3	1.1
7-Up	PepsiCo Vietnam (PIVN)	2.0	1.6	1.2	1.0
Number 1	Tan Hiep Phat Group	1.9	1.4	1.1	0.9
Nature	Dona New Tower JV Co	1.4	1.2	1.0	0.9
Sprite	Coca-Cola Beverages Vietnam Co Ltd	1.9	1.4	1.1	0.9
Tam Thanh	Tan Quang Minh Manufacture & Trading Co Ltd	-	-	0.7	0.8
Laska	Tropical Wave Corp	1.0	1.0	0.8	0.8
Fanta	Coca-Cola Beverages Vietnam Co Ltd	1.6	1.3	1.0	0.8
Red Bull	Sapina Holding Corp Ltd	1.3	1.1	0.8	0.7
Twister	PepsiCo Vietnam (PIVN)	0.4	0.5	0.5	0.5
Vinh Hao	Vinh Hao Mineral Water JSC	0.7	0.6	0.6	0.5
Chuong Duong	Chuong Duong Beverages JSC	1.1	0.9	0.6	0.5
Watami	Saigon Beverages JSC (Tribeco)	-	0.5	0.4	0.4
Sagiko	CKL Vietnam Corp	1.0	0.6	0.4	0.4
A&B	A&B Foods & Beverage Co Ltd	0.5	0.4	0.3	0.3
Lipovitan	Taisho Pharmaceutical Co Ltd	0.4	0.3	0.3	0.3
Minute Maid	Coca-Cola Beverages Vietnam Co Ltd	0.2	0.2	0.2	0.2
Pokka	Pokka Corp	0.6	0.4	0.3	0.2
Berri	National Foods Pty Ltd	0.1	0.2	0.2	0.2
Samurai	Coca-Cola Beverages Vietnam Co Ltd	0.5	0.3	0.3	0.2
Chabaa	Malee Sampran PLC	0.1	0.1	0.1	0.2
Lipton	Pepsi-Lipton International	0.1	0.1	0.1	0.1
Evervess	PepsiCo Vietnam (PIVN)	0.2	0.2	0.1	0.1
Orangina	Multinational Food & Beverage Corp	0.2	0.1	-	-
Crush	Coca-Cola Beverages	0.2	-	-	-

	Vietnam Co Ltd				
Red Panther	Interfood Shareholding Co	0.2	-	-	-
Others		18.1	16.8	18.3	18.6
Total		100.0	100.0	100.0	100.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*
Note: *Excludes powder concentrates*

Table 15 Company Shares of Off-trade Soft Drinks (RTD) by Volume 2006-2010

% off-trade volume

Company	2006	2007	2008	2009	2010
Tan Hiep Phat Group	7.3	13.1	17.6	21.3	23.1
URC Vietnam Co Ltd	4.7	6.9	10.0	12.0	13.1
PepsiCo Vietnam (PIVN)	16.8	15.5	13.3	11.0	9.8
Coca-Cola Beverages Vietnam Co Ltd	13.8	11.2	9.1	7.5	6.4
La Vie Joint Venture Co	8.4	8.1	7.1	6.2	6.2
Saigon Beverages JSC (Tribeco)	3.9	2.9	4.4	4.4	4.6
Saigon Pure Water Pte Enterprise	6.7	6.1	5.3	4.3	3.9
Vital JSC	4.9	4.5	3.8	3.2	2.8
Tan Quang Minh Manufacture & Trading Co Ltd	0.5	0.8	1.2	1.9	2.0
Interfood Shareholding Co	4.2	3.2	2.6	2.1	1.8
Dona New Tower JV Co	2.3	2.0	1.7	1.5	1.3
Vietnam Dairy Products JSC (Vinamilk)	0.8	0.9	1.1	1.0	1.3
Pepsi-Lipton International	0.1	0.1	0.7	1.0	1.2
Tropical Wave Corp	1.1	1.0	0.9	0.8	0.8
Sapina Holding Corp Ltd	1.4	1.3	1.1	0.8	0.7
Vinh Hao Mineral Water JSC	0.6	0.6	0.6	0.5	0.5
Chuong Duong Beverages JSC	1.3	1.1	0.9	0.7	0.5
Nestlé Vietnam Ltd	0.9	0.8	0.7	0.5	0.5
Unilever Vietnam International Co Ltd	-	-	-	-	0.4
CKL Vietnam Corp	1.3	1.0	0.6	0.4	0.4
Pokka Corp	1.4	1.0	0.7	0.4	0.3
A&B Foods & Beverage Co Ltd	0.8	0.6	0.5	0.4	0.3
Malee Sampran PLC	0.2	0.2	0.2	0.2	0.3
Taisho Pharmaceutical Co Ltd	0.4	0.4	0.3	0.3	0.2
National Foods Pty Ltd	0.1	0.1	0.2	0.2	0.2
Kraft Foods Inc	0.2	0.3	0.2	0.2	0.2
Multinational Food & Beverage Corp	0.2	0.1	0.1	0.1	0.1
Tien Hai Mineral Water Co Ltd	0.1	0.1	0.1	0.1	0.1
Khanh Hoa Mineral Water JSC	0.1	0.1	0.1	0.1	0.1
Nana Foodstuffs Co Ltd	0.1	0.1	0.1	0.1	0.1
Quang Ngai Sugar JSC	0.2	0.1	0.1	0.1	0.0
Pan Siam Food Products Co Ltd	0.1	0.1	0.0	0.0	0.0
National Grape Co-operative Association Inc	0.1	0.1	0.0	0.0	0.0
Unilever Vietnam Co Ltd	0.7	0.6	0.6	0.5	-

Litex Corp	0.1	0.1	0.1	0.1	-
Original Juice Co Pty Ltd	0.2	0.1	-	-	-
Owl International Pte Ltd	0.0	-	-	-	-
Lim Siang Huat Pte Ltd	0.0	-	-	-	-
International Beverages Co (IBC)	-	-	-	-	-
Chuong Duong Beverages Co	-	-	-	-	-
Others	13.8	14.6	14.0	16.0	16.7
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16 Brand Shares of Off-trade Soft Drinks (RTD) by Volume 2007-2010

% off-trade volume

Brand	Company	2007	2008	2009	2010
Zero Degree Green Tea	Tan Hiep Phat Group	11.1	15.8	18.6	19.8
C2 Cool & Clean	URC Vietnam Co Ltd	6.9	10.0	12.0	13.1
La Vie	La Vie Joint Venture Co	8.1	7.1	6.2	6.2
Aquafina	PepsiCo Vietnam (PIVN)	5.4	5.0	4.4	4.2
Sapuwa	Saigon Pure Water Pte Enterprise	6.1	5.3	4.3	3.9
Green Tea 100	Saigon Beverages JSC (Tribeco)	-	2.1	2.6	3.1
Joy	Coca-Cola Beverages Vietnam Co Ltd	4.0	3.7	3.3	3.1
Vital	Vital JSC	4.5	3.8	3.2	2.8
Dr Thanh	Tan Hiep Phat Group	-	0.3	1.6	2.3
Wonderfarm	Interfood Shareholding Co	2.7	2.4	1.9	1.6
Mirinda	PepsiCo Vietnam (PIVN)	2.8	2.2	1.6	1.3
Sting	PepsiCo Vietnam (PIVN)	1.7	1.6	1.4	1.3
Pepsi	PepsiCo Vietnam (PIVN)	2.8	2.1	1.6	1.3
Vinamilk	Vietnam Dairy Products JSC (Vinamilk)	0.8	1.1	1.0	1.3
A*Nuta Green Tea	Tan Quang Minh Manufacture & Trading Co Ltd	0.7	1.2	1.2	1.2
Lipton Pure Green Tea	Pepsi-Lipton International	-	0.6	0.9	1.1
Coca-Cola	Coca-Cola Beverages Vietnam Co Ltd	2.4	1.8	1.4	1.1
Tribeco	Saigon Beverages JSC (Tribeco)	2.8	1.7	1.3	1.1
7-Up	PepsiCo Vietnam (PIVN)	2.0	1.6	1.2	1.0
Number 1	Tan Hiep Phat Group	1.9	1.4	1.1	0.9
Nature	Dona New Tower JV Co	1.4	1.2	1.0	0.9
Sprite	Coca-Cola Beverages Vietnam Co Ltd	1.9	1.4	1.1	0.9
Tam Thanh	Tan Quang Minh Manufacture & Trading Co Ltd	-	-	0.7	0.8
Laska	Tropical Wave Corp	1.0	0.9	0.8	0.8
Fanta	Coca-Cola Beverages Vietnam Co Ltd	1.6	1.3	1.0	0.8
Red Bull	Sapina Holding Corp Ltd	1.3	1.1	0.8	0.7
Twister	PepsiCo Vietnam (PIVN)	0.4	0.5	0.5	0.5
Vinh Hao	Vinh Hao Mineral Water JSC	0.6	0.6	0.5	0.5
Chuong Duong	Chuong Duong Beverages JSC	1.0	0.8	0.6	0.5
Nestea	Nestlé Vietnam Ltd	0.8	0.7	0.5	0.5
Lipton	Unilever Vietnam International Co Ltd	-	-	-	0.4
Watami	Saigon Beverages JSC (Tribeco)	-	0.5	0.4	0.4
Sagiko	CKL Vietnam Corp	1.0	0.6	0.4	0.4

A&B	A&B Foods & Beverage Co Ltd	0.5	0.4	0.3	0.2
Lipovitan	Taisho Pharmaceutical Co Ltd	0.4	0.3	0.3	0.2
Minute Maid	Coca-Cola Beverages Vietnam Co Ltd	0.2	0.2	0.2	0.2
Pokka	Pokka Corp	0.5	0.4	0.3	0.2
Berri	National Foods Pty Ltd	0.1	0.2	0.2	0.2
Samurai	Coca-Cola Beverages Vietnam Co Ltd	0.5	0.3	0.3	0.2
Tang	Kraft Foods Inc	0.3	0.2	0.2	0.2
Lipton	Unilever Vietnam Co Ltd	0.6	0.6	0.5	-
Crush	Coca-Cola Beverages Vietnam Co Ltd	0.2	-	-	-
Red Panther	Interfood Shareholding Co	0.2	-	-	-
Others		18.6	17.2	18.7	19.0
Total		100.0	100.0	100.0	100.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 17 Company Shares of Off-trade Soft Drinks by Value 2006-2010

% off-trade value rsp

Company	2006	2007	2008	2009	2010
Tan Hiep Phat Group	8.5	15.6	20.6	24.6	26.1
URC Vietnam Co Ltd	5.2	8.0	11.1	13.1	13.9
PepsiCo Vietnam (PIVN)	16.7	15.0	12.2	9.6	8.2
Coca-Cola Beverages Vietnam Co Ltd	13.9	10.6	8.0	6.2	5.1
Saigon Beverages JSC (Tribeco)	3.5	2.4	4.0	4.1	4.3
Interfood Shareholding Co	6.9	5.3	4.3	3.4	3.0
Tan Quang Minh Manufacture & Trading Co Ltd	1.2	1.4	1.8	2.6	2.7
La Vie Joint Venture Co	4.1	3.8	3.3	2.8	2.7
Vietnam Dairy Products JSC (Vinamilk)	1.6	1.7	2.3	2.2	2.7
Dona New Tower JV Co	4.3	3.6	3.0	2.5	2.2
Saigon Pure Water Pte Enterprise	3.2	2.8	2.4	1.9	1.7
Pepsi-Lipton International	0.2	0.2	0.9	1.2	1.5
Sapina Holding Corp Ltd	3.2	2.8	2.2	1.7	1.4
Vital JSC	2.4	2.1	1.7	1.4	1.2
Malee Sampran PLC	0.5	0.6	0.6	0.7	0.7
CKL Vietnam Corp	2.2	1.9	1.1	0.8	0.6
National Foods Pty Ltd	0.3	0.3	0.4	0.5	0.5
Taisho Pharmaceutical Co Ltd	1.0	0.9	0.7	0.6	0.5
Tropical Wave Corp	0.9	0.8	0.7	0.6	0.5
Pokka Corp	1.9	1.5	1.0	0.6	0.5
Nestlé Vietnam Ltd	0.9	0.8	0.6	0.5	0.4
Chuong Duong Beverages JSC	1.1	0.9	0.7	0.5	0.4
Vinh Hao Mineral Water JSC	0.4	0.4	0.4	0.3	0.3
Unilever Vietnam International Co Ltd	-	-	-	-	0.3
A&B Foods & Beverage Co Ltd	0.5	0.4	0.3	0.2	0.2
Kraft Foods Inc	0.2	0.2	0.2	0.1	0.1
Multinational Food &	0.3	0.3	0.2	0.2	0.1

Beverage Corp					
Nana Foodstuffs Co Ltd	0.1	0.1	0.1	0.1	0.1
Tien Hai Mineral Water Co Ltd	0.1	0.1	0.1	0.1	0.1
Pan Siam Food Products Co Ltd	0.1	0.1	0.1	0.0	0.0
Khanh Hoa Mineral Water JSC	0.1	0.1	0.0	0.0	0.0
National Grape Co-operative Association Inc	0.1	0.1	0.1	0.0	0.0
Quang Ngai Sugar JSC	0.1	0.1	0.0	0.0	0.0
Unilever Vietnam Co Ltd	0.5	0.5	0.4	0.3	-
Uni-President Vietnam Ltd	0.1	0.1	0.1	0.1	-
Litex Corp	0.2	0.1	0.1	0.1	-
Florina A Honeos SA	0.1	0.1	0.0	0.0	-
Menken Drinks BV	0.1	0.1	0.0	0.0	-
Original Juice Co Pty Ltd	0.6	0.2	-	-	-
Lim Siang Huat Pte Ltd	0.0	-	-	-	-
Others	13.1	14.3	14.3	16.4	18.0
Total	100.0	100.0	100.0	100.0	100.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 18 Brand Shares of Off-trade Soft Drinks by Value 2007-2010

% off-trade value rsp

Brand	Company	2007	2008	2009	2010
Zero Degree Green Tea	Tan Hiep Phat Group	13.4	18.6	21.3	22.1
C2 Cool & Clean	URC Vietnam Co Ltd	8.0	11.1	13.1	13.9
Green Tea 100	Saigon Beverages JSC (Tribeco)	-	2.3	2.9	3.3
Dr Thanh	Tan Hiep Phat Group	-	0.5	2.1	3.0
La Vie	La Vie Joint Venture Co	3.8	3.3	2.8	2.7
Wonderfarm	Interfood Shareholding Co	4.5	3.8	3.0	2.6
Vinamilk	Vietnam Dairy Products JSC (Vinamilk)	1.6	2.2	2.1	2.6
Sting	PepsiCo Vietnam (PIVN)	3.5	3.0	2.3	2.0
Aquafina	PepsiCo Vietnam (PIVN)	2.6	2.3	1.9	1.8
A*Nuta Green Tea	Tan Quang Minh Manufacture & Trading Co Ltd	1.3	1.7	1.8	1.7
Sapuwa	Saigon Pure Water Pte Enterprise	2.8	2.4	1.9	1.7
Mirinda	PepsiCo Vietnam (PIVN)	3.4	2.6	1.9	1.5
Nature	Dona New Tower JV Co	2.7	2.1	1.7	1.5
Red Bull	Sapina Holding Corp Ltd	2.8	2.2	1.7	1.4
Lipton Pure Green Tea	Pepsi-Lipton International	-	0.7	1.0	1.4
Joy	Coca-Cola Beverages Vietnam Co Ltd	1.9	1.7	1.5	1.3
Vital	Vital JSC	2.1	1.7	1.4	1.2
Fanta	Coca-Cola Beverages Vietnam Co Ltd	2.3	1.8	1.3	1.0
Tam Thanh	Tan Quang Minh Manufacture & Trading Co Ltd	-	-	0.8	1.0
Pepsi	PepsiCo Vietnam (PIVN)	2.3	1.7	1.2	1.0
7-Up	PepsiCo Vietnam (PIVN)	2.1	1.6	1.2	1.0
Number 1	Tan Hiep Phat Group	2.0	1.4	1.1	0.9
Sprite	Coca-Cola Beverages Vietnam Co Ltd	2.0	1.5	1.1	0.9
Coca-Cola	Coca-Cola Beverages Vietnam Co Ltd	2.0	1.5	1.1	0.9
Tribeco	Saigon Beverages JSC	2.3	1.5	1.0	0.8

	(Tribeco)				
Twister	PepsiCo Vietnam (PIVN)	0.7	0.7	0.7	0.7
Sagiko	CKL Vietnam Corp	1.9	1.1	0.8	0.6
Berri	National Foods Pty Ltd	0.3	0.4	0.5	0.5
Lipovitan	Taisho Pharmaceutical Co Ltd	0.9	0.7	0.6	0.5
Laska	Tropical Wave Corp	0.8	0.7	0.6	0.5
Nestea	Nestlé Vietnam Ltd	0.8	0.6	0.5	0.4
Chabaa	Malee Sampran PLC	0.2	0.2	0.4	0.4
Chuong Duong	Chuong Duong Beverages JSC	0.9	0.7	0.5	0.4
Samurai	Coca-Cola Beverages Vietnam Co Ltd	0.8	0.6	0.5	0.4
Pokka	Pokka Corp	0.8	0.6	0.4	0.3
Minute Maid	Coca-Cola Beverages Vietnam Co Ltd	0.3	0.3	0.3	0.3
Vinh Hao	Vinh Hao Mineral Water JSC	0.4	0.4	0.3	0.3
Malee	Malee Sampran PLC	0.4	0.4	0.3	0.3
Lipton	Unilever Vietnam International Co Ltd	-	-	-	0.3
Watami	Saigon Beverages JSC (Tribeco)	-	0.2	0.2	0.2
Lipton	Unilever Vietnam Co Ltd	0.5	0.4	0.3	-
Red Panther	Interfood Shareholding Co	0.3	-	-	-
Crush	Coca-Cola Beverages Vietnam Co Ltd	0.3	-	-	-
Adams Ale	Original Juice Co Pty Ltd	0.2	-	-	-
Others		20.0	18.9	20.0	20.9
Total		100.0	100.0	100.0	100.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 19 Off-trade Sales of Soft Drinks by Category and Distribution Format: % Analysis 2010

% off-trade

	BW	C	Con	F/VJ	RTD C	RTD T
Store-Based Retailing	100.0	100.0	100.0	100.0	100.0	100.0
Grocery Retailers	100.0	100.0	100.0	100.0	100.0	100.0
Supermarkets/Hypermarkets	13.0	19.0	42.0	21.0	30.0	32.0
Discounters	0.0	0.0	0.0	0.0	0.0	0.0
Small Grocery Retailers	72.0	69.0	57.0	76.0	68.5	66.5
Convenience Stores	5.0	3.0	2.0	0.0	4.0	7.5
Independent Small Grocers	67.0	66.0	55.0	76.0	64.5	59.0
Forecourt Retailers	0.0	0.0	0.0	0.0	0.0	0.0
Other Grocery Retailers	15.0	12.0	1.0	3.0	1.5	1.5
Non-Grocery Retailers	0.0	0.0	0.0	0.0	0.0	0.0
Non-Store Retailing	0.0	0.0	0.0	0.0	0.0	0.0
Vending	0.0	0.0	0.0	0.0	0.0	0.0
Homeshopping	0.0	0.0	0.0	0.0	0.0	0.0
Internet Retailing	0.0	0.0	0.0	0.0	0.0	0.0
Direct Selling	0.0	0.0	0.0	0.0	0.0	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

	SED	ASD
Store-Based Retailing	100.0	100.0
Grocery Retailers	100.0	100.0
Supermarkets/Hypermarkets	14.0	31.5
Discounters	0.0	0.0
Small Grocery Retailers	78.0	66.9
Convenience Stores	6.0	7.2
Independent Small Grocers	72.0	59.7
Forecourt Retailers	0.0	0.0
Other Grocery Retailers	8.0	1.6

Non-Grocery Retailers	0.0	0.0
Non-Store Retailing	0.0	0.0
Vending	0.0	0.0
Homeshopping	0.0	0.0
Internet Retailing	0.0	0.0
Direct Selling	0.0	0.0
Total	100.0	100.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*
Key: *BW = bottled water; C = carbonates; Con = concentrates; F/VJ = fruit/vegetable juice; RTD C = RTD coffee; RTD T = RTD tea; SED = sports and energy drinks; ASD = Asian speciality drinks*
Note: *Excludes powder concentrates*

Table 20 Forecast Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: Volume 2010-2015

Million litres

	2010	2011	2012	2013	2014	2015
Off-trade	768.4	925.7	1,108.2	1,307.2	1,514.1	1,727.8
On-trade	734.6	839.7	959.2	1,089.4	1,231.4	1,384.3
Total	1,503.0	1,765.4	2,067.4	2,396.6	2,745.5	3,112.1

Source: *Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources*
Note: *Excludes powder concentrates*

Table 21 Forecast Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: % Volume Growth 2010-2015

% volume growth

	2014/15	2010-15 CAGR	2010/15 TOTAL
Off-trade	14.1	17.6	124.9
On-trade	12.4	13.5	88.4
Total	13.4	15.7	107.1

Source: *Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources*
Note: *Excludes powder concentrates*

Table 22 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2010-2015

VND billion

	2010	2011	2012	2013	2014	2015
Off-trade	9,789.7	11,166.1	12,820.7	14,636.3	16,561.6	18,601.4
On-trade	15,778.8	17,379.2	19,394.1	21,568.1	23,767.3	26,011.6
Total	25,568.5	28,545.3	32,214.7	36,204.4	40,328.9	44,613.1

Source: *Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources*

Table 23 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2010-2015

% current value growth

	2014/15	2010-15 CAGR	2010/15 TOTAL
Off-trade	12.3	13.7	90.0
On-trade	9.4	10.5	64.9
Total	10.6	11.8	74.5

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 24 Forecast Off-trade Sales of Soft Drinks (as sold) by Category: Volume 2010-2015

Million litres

	2010	2011	2012	2013	2014	2015
Bottled Water	198.4	226.0	258.7	297.3	343.1	397.8
Carbonates	66.1	64.9	63.6	62.5	61.4	60.3
Concentrates	0.2	0.2	0.2	0.2	0.2	0.3
Fruit/Vegetable Juice	50.9	59.6	69.7	81.1	93.3	106.1
RTD Coffee	0.6	0.7	0.8	0.8	1.0	1.1
RTD Tea	417.1	537.6	677.1	825.7	974.2	1,120.2
Sports and Energy Drinks	33.4	34.8	36.1	37.3	38.3	39.3
Asian Speciality Drinks	435.7	558.2	700.0	851.5	1,003.2	1,152.9
Soft Drinks	768.4	925.7	1,108.2	1,307.2	1,514.1	1,727.8

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources
Note: Excludes powder concentrates

Table 25 Forecast Off-trade Sales of Soft Drinks (as sold) by Category: % Volume Growth 2010-2015

% volume growth

	2014/15	2010-15 CAGR	2010/15 TOTAL
Bottled Water	15.9	14.9	100.5
Carbonates	-1.7	-1.8	-8.7
Concentrates	9.0	8.0	46.9
Fruit/Vegetable Juice	13.6	15.8	108.4
RTD Coffee	14.0	12.8	82.9
RTD Tea	15.0	21.8	168.6
Sports and Energy Drinks	2.4	3.3	17.4
Asian Speciality Drinks	14.9	21.5	164.6
Soft Drinks	14.1	17.6	124.9

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources
Note: Excludes powder concentrates

Table 26 Forecast Off-trade Sales of Soft Drinks by Category: Value 2010-2015

VND billion

	2010	2011	2012	2013	2014	2015
Bottled Water	1,030.5	1,082.8	1,189.7	1,331.2	1,500.3	1,701.5
Carbonates	796.3	752.8	723.3	700.7	682.4	665.9
Concentrates	98.4	100.6	107.5	117.0	128.5	142.3
Fruit/Vegetable Juice	1,184.4	1,342.4	1,534.7	1,753.7	2,000.1	2,270.3
RTD Coffee	16.4	17.8	20.0	22.5	25.5	29.0
RTD Tea	6,025.9	7,225.5	8,594.4	10,052.9	11,558.9	13,118.5
Sports and Energy Drinks	590.7	594.0	597.4	600.8	603.8	606.6
Asian Speciality Drinks	6,476.5	7,710.9	9,120.6	10,627.8	12,190.1	13,814.2
Soft Drinks	9,789.7	11,166.1	12,820.7	14,636.3	16,561.6	18,601.4

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 27 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2010-2015

% constant value growth

	2010-15 CAGR	2010/15 TOTAL
Bottled Water	10.5	65.1
Carbonates	-3.5	-16.4
Concentrates	7.7	44.6
Fruit/Vegetable Juice	13.9	91.7
RTD Coffee	12.1	77.4
RTD Tea	16.8	117.7
Sports and Energy Drinks	0.5	2.7
Asian Speciality Drinks	16.4	113.3
Soft Drinks	13.7	90.0

Source: *Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources*

FOUNTAIN SALES IN VIETNAM

Trends

- In Vietnam, the number of fast food outlets increased dramatically over the review period as the young generation, in particular, considers them suitable places to socialise with friends. Since KFC's first outlet opened in Vietnam in 2000-2001, the number of fast food units has increased year-on-year. Other fast food chains in Asia Pacific, such as Lotteria and Jollibee, entered Vietnam and expanded quickly. In 2009-2010, these chains continued to grow thanks to the increasing population of teenagers and children in urban areas.
- Fast food outlets in Vietnam sell soft drinks either in the canned format or via fountain sales. Despite the constant increase in the rising number of outlets, fountain sales of branded drinks still account for a low share of total volume sales of soft drinks in the country. While soft drinks can be served via fountains in fast food outlets, the majority of consumers choose 330ml cans for carbonates and 500ml bottled water. Consumers consider cans and bottles to be more convenient and portable.
- Pepsi appears to enjoy a better competitive position than Coca-Cola in terms of fountain sales. The Pepsi brand is sold in most of the established fast food chains in the country, including Jollibee, Lotteria and KFC, while Coca-Cola is sold more in newer chains such as Carl's Jr and Popeyes Chicken & Biscuits. However, with the rapid development of fast food, and consumer foodservice in general, it is uncertain whether Pepsi's competitive edge will remain intact.
- There has been no thorough study to measure fountain sales in convenience stores in Vietnam. Fountain sales through convenience stores appear to be negligible as convenience store format is quite new to Vietnamese consumers. In 2010, Family Mart, a new chain of convenience stores, appeared to be the only one offering fountain sales of soft drinks.
- Over the forecast period, fountain sales are expected to grow thanks to the ongoing development of consumer foodservice in Vietnam. Nevertheless, this trend might not be visible instantly as KFC appeared to be the only fast food outlet offering branded fountain sales at the end of the review period. Fountain sales may be introduced by more convenience stores as consumers become more familiar with this modern retail channel.

Data

Table 28 Off-trade vs On-trade Fountain Sales of Soft Drinks: Volume 2005-2010

Million litres

	2005	2006	2007	2008	2009	2010
Off-trade	557.6	690.9	860.5	1,152.1	1,561.2	1,970.7
On-trade	770.0	866.1	1,001.9	1,235.3	1,468.2	1,699.8
Fountain on-trade volume through c-store	-	-	-	-	-	-
Fountain on-trade volume through food store	22.5	24.7	26.7	28.7	30.7	32.7

Total fountain on-trade volume	22.5	24.7	26.7	28.7	30.7	32.7
Total	1,327.6	1,557.0	1,862.4	2,387.4	3,029.4	3,670.5

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
Note: Total fountain on-trade volume data included in on-trade

Table 29 Off-trade vs On-trade Fountain Sales of Soft Drinks: % Volume Growth 2005-2010

% fountain volume growth

	2009/10	2005-10 CAGR	2005/10 TOTAL
Off-trade	150.8	211.5	3,030.8
On-trade	128.8	171.8	1,801.5
Fountain on-trade volume through c-store	-	-	-
Fountain on-trade volume through food store	6.5	7.8	45.5
Total fountain on-trade volume	6.5	7.8	45.5
Total	143.6	195.1	2,416.4

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
Note: Total fountain on-trade volume data included in on-trade

Table 30 Off-trade vs On-trade Fountain Sales of Carbonates: Volume 2005-2010

Million litres

	2005	2006	2007	2008	2009	2010
Off-trade	147.7	143.8	140.9	137.0	134.6	132.1
On-trade	371.2	373.3	375.2	374.8	376.0	377.2
Fountain on-trade volume through c-store	-	-	-	-	-	-
Fountain on-trade volume through food store	22.5	24.7	26.7	28.7	30.7	32.7
Total fountain on-trade volume	22.5	24.7	26.7	28.7	30.7	32.7
Total	518.9	517.1	516.1	511.8	510.6	509.3

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
Note: Total fountain on-trade volume data included in on-trade

Table 31 Off-trade vs On-trade Fountain Sales of Carbonates: % Volume Growth 2005-2010

% fountain volume growth

	2009/10	2005-10 CAGR	2005/10 TOTAL
Off-trade	-5.7	-7.2	-34.1
On-trade	0.2	0.2	2.0
Fountain on-trade volume through c-store	-	-	-
Fountain on-trade volume through food store	6.5	7.8	45.5
Total fountain on-trade volume	6.5	7.8	45.5
Total	-1.4	-1.9	-8.6

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
Note: Total fountain on-trade volume data included in on-trade

Table 32 Forecast Off-trade vs On-trade Fountain Sales of Soft Drinks: Volume 2010-2015

Million litres

	2010	2011	2012	2013	2014	2015
Off-trade	1,970.7	2,407.7	2,914.4	3,463.6	4,028.8	4,605.8
On-trade	1,699.8	1,967.2	2,269.5	2,593.0	2,939.6	3,303.2
Fountain on-trade volume through c-store	-	-	-	-	-	-
Fountain on-trade volume through food store	32.7	34.7	36.6	38.4	40.2	41.8
Total fountain on-trade volume	32.7	34.7	36.6	38.4	40.2	41.8
Total	3,670.5	4,375.0	5,183.9	6,056.6	6,968.4	7,909.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*
Note: *Total fountain on-trade volume data included in on-trade*

Table 33 Forecast Off-trade vs On-trade Fountain Sales of Soft Drinks: % Volume Growth 2010-2015

% fountain volume growth

	2014/15	2010-15 CAGR	2010/15 TOTAL
Off-trade	97.3	114.0	805.5
On-trade	93.9	108.8	758.2
Fountain on-trade volume through c-store	-	-	-
Fountain on-trade volume through food store	4.0	5.0	27.6
Total fountain on-trade volume	4.0	5.0	27.6
Total	99.6	114.7	796.8

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*
Note: *Total fountain on-trade volume data included in on-trade*

Table 34 Forecast Off-trade vs On-trade Fountain Sales of Carbonates: Volume 2010-2015

Million litres

	2010	2011	2012	2013	2014	2015
Off-trade	132.1	129.7	127.3	125.0	122.8	120.7
On-trade	377.2	378.2	379.2	380.1	381.1	382.1
Fountain on-trade volume through c-store	-	-	-	-	-	-
Fountain on-trade volume through food store	32.7	34.7	36.6	38.4	40.2	41.8
Total fountain on-trade volume	32.7	34.7	36.6	38.4	40.2	41.8
Total	509.3	507.9	506.4	505.1	503.8	502.8

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*
Note: *Total fountain on-trade volume data included in on-trade*

Table 35 Forecast Off-trade vs On-trade Fountain Sales of Carbonates: % Volume Growth 2010-2015

% fountain volume growth

	2014/15	2010-15 CAGR	2010/15 TOTAL
Off-trade	-5.6	-5.8	-27.8
On-trade	-0.5	-0.3	-0.7
Fountain on-trade volume through c-store	-	-	-
Fountain on-trade volume through food	4.0	5.0	27.6

store			
Total fountain on-trade volume	4.0	5.0	27.6
Total	-1.7	-1.7	-7.9

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Note: *Total fountain on-trade volume data included in on-trade*

DEFINITIONS

This report analyses the market for Soft Drinks in Vietnam. For the purposes of the study, the market has been defined as follows:

- Carbonates
- Fruit/vegetable juice
- Bottled water
- Sports and energy drinks
- Concentrates
- RTD tea
- RTD coffee
- Asian speciality drinks

Sources used during research include the following:

Summary 1 Research Sources

Official Sources	FPT Securities Co
	General Statistics Office
	Ministry of Finance
	Ministry of Industry
	Ministry of Planning & Investment
	Ministry of Trade
	State Bank of Vietnam
	US Vietnam Trade Council
	Vietnam Chamber of Commerce & Industry
Trade Associations	Asia Bottled Water Association
	Association of European Producers of Steel for Packaging, The
	Australian Bottled Water Institute Inc
	Canadian Bottled Water Association
	European Bottled Watercooler Association (EBWA)
	Food & Foodstuff Association
	International Bottled Water Association
	International Council of Bottled Water Associations (ICBWA)
	International Federation of Fruit Juice Producers
	UNESDA & CISDA
	Vietnam Beverage Association

	Vietnam Tea Association
Trade Press	Asahi Shimbun
	Asian News & Media
	Beverage Digest
	Beverage Net
	Beverage World
	Business Forum
	Business News for the Food Industry
	Centre of SMEs supports
	Cong An Newspaper
	Dan Tri
	Dau Tu Chung Khoan
	High Quality Vietnamese Products
	Industry Magazine
	Khanh Hoa Newspaper
	Market 24hrs
	Ministry of Science & Technology for Agriculture & Rural Development
	Ngoisao.net
	Saigon Liberation
	Saigon Tiep Thi
	Saigon Times Daily
	Saigon Times Weekly
	Soft Drinks International
	The Laborer
	Tin Tuc Vietnam
	Tuoi Tre
	Vietnam Business News
	Vietnam Economic News
	Vietnam Economy
	Vietnam Investment Review
	Vietnam News
	Vinh Phuc Service of Trade
	VnExpress

Source: Euromonitor International