Discover The Difference between Information & Insight

VIETNAM BEVERAGE MARKET

Usage & Attitudes Study

Understanding consumer behavior, preferences, and trends in Vietnam's beverage market

2025 Apr

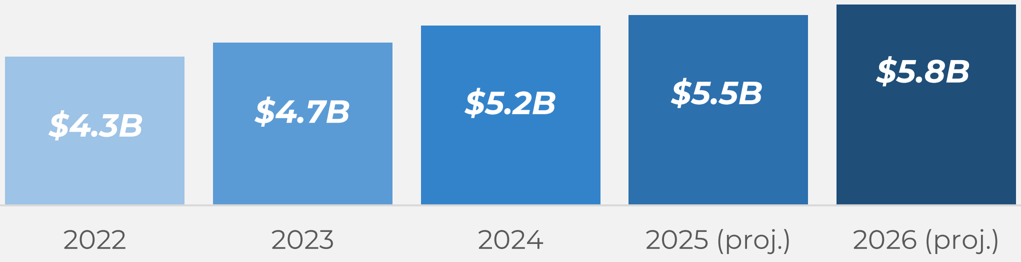
INSIGHTASIA

Overview

Market Context

- Vietnam's refreshment beverage market valued at approximately $5.2 billion in 2024.
- 5.8% annual growth, outpacing overall beverage sector (4.2%)
- Growing urbanization driving out-of-home consumption
- Rising health consciousness influencing product formulations
- International brands compete with increasingly sophisticated local players
- E-commerce and delivery channels creating new consumption occasions

Vietnam Refreshment Beverage Market Size



Source: *Primary research/ EuroMonitor/ Nielsen, Government statistics, distributor and retailer interviews.*

Research Objectives

- Analyze consumption patterns across refreshment beverage categories.
- Identify category-specific purchase drivers and barriers.
- Evaluate competitive landscape and brand performance.
- Understand consumption occasions and need states.
- Map emerging trends and innovations in the sector.

Fieldwork Details

Sample Size: 524.

Demographics: Men & women aged 16-55.

Geography: Urban & suburban areas across 5 key cities: Hanoi, HCMC, Da Nang, Can Tho, Hai Phong.

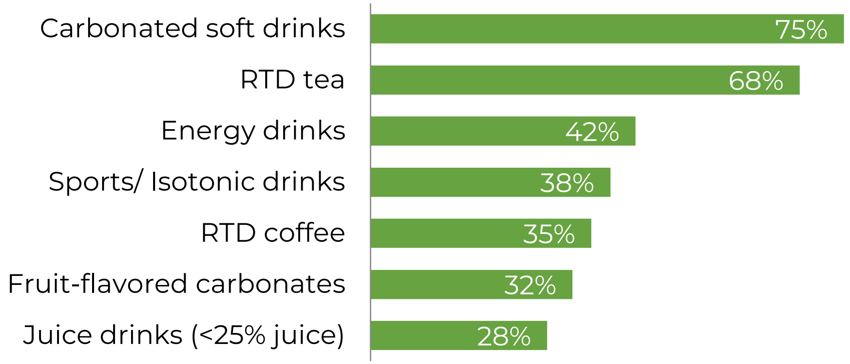
Methodology: Quantitative online survey, supplemented with in-home visits and retail audits.

Fieldwork Period: November 2024 – January 2025

Category Performance & Consumption

Weekly Consumption by Category

"Which of the following refreshment beverages do you consume at least once a week?" (n=524)



Consumption Volume & Frequency

Category	Avg. Purchase Volume (L/month/user)	Consumption Frequency (times/week)
Carbonated soft drinks	4.8	3.2
RTD tea	5.6	3.5
Energy drinks	2.8	2.4
Sports/ Isotonic drinks	3.2	2.1
RTD coffee	2.5	1.8

Seasonal Consumption

Summer (May – Aug)

- *Peak consumption across all categories (+32% vs. yearly average).*

Rainy Season (South Vietnam)

- *Lower on-the-go consumption (-18%)*
- *Increased delivery orders (+24%)*

Tet Holiday Period

- *Increased consumption of premium options*
- *58% higher multipack purchases*

Winter (North Vietnam)

- *Lower cold beverage consumption (-25%)*
- *RTD coffee shows minimal seasonality*

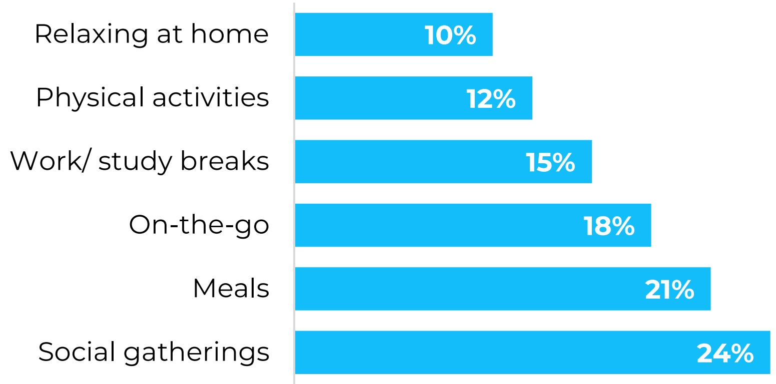
Category Insights:

- **Carbonated soft drinks** maintain category leadership with 75% weekly consumption.
- **RTD tea** (68% weekly consumption) has established itself as a mainstream refreshment option, with strong appeal among younger consumers (78% of Gen Z consume weekly).
- **Energy drinks** show higher penetration among males (58%) compared to females (26%), with strongest consumption in urban areas and among 21-34 age group.
- **RTD coffee** shows the strongest growth (+18% YoY) though from a smaller base, driven by innovation in flavors and packaging.
- **Sports/ Isotonic drinks** are expanding beyond traditional workout occasions, with 52% of consumption now occurring during regular workday occasions.

Consumption Occasions & Need States

Consumption Occasions

"On which occasions do you typically consume refreshment beverages?" (n=524)



Primary Need States

32% Refreshment

24% Energy Boost

18% Enjoyment

12% Hydration

8% Health Benefits

6% Social Status

Category Performance by Occasion

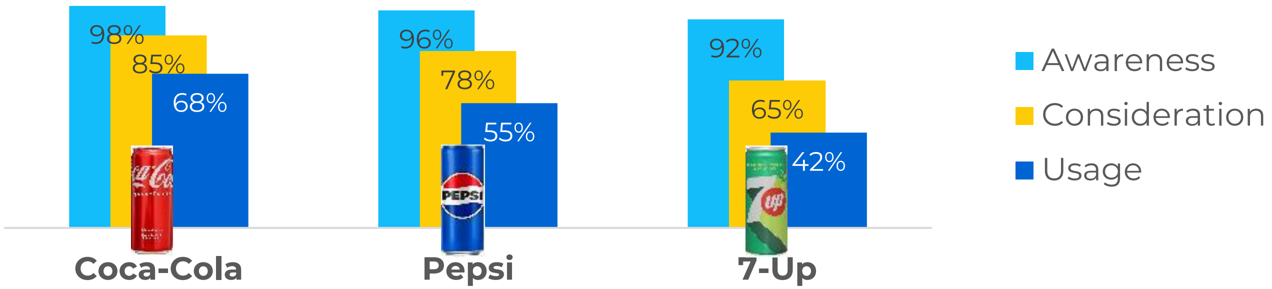
Occasion	Leading Category
Social gatherings	Carbonated soft drinks (68%)
Meals	RTD tea (52%)
On-the-go	RTD tea (48%)
Work/study breaks	Energy drinks (42%)
Physical activity	Sports drinks (76%)
Relaxing at home	Carbonated soft drinks (45%)

Format & Packaging Preferences

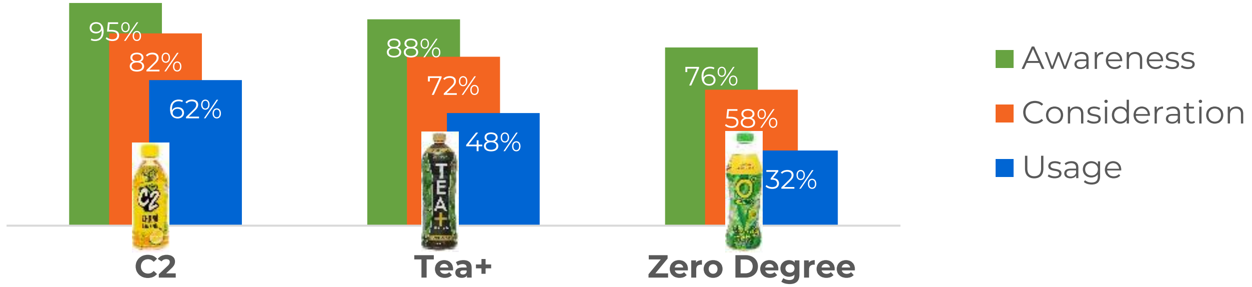
Container Preferences	Size Preferences
▪ PET bottles most popular overall (58%) ▪ Cans preferred for carbonated drinks (62%) ▪ Glass bottles for premium occasions (74%)	▪ On-the-go: 250-350ml formats (68%) ▪ Social/ home: 1L+ multipacks (52%) ▪ Energy drinks: smaller formats preferred (85% <250ml) ▪ Growing demands for mini-cans (180-200ml)

Brand Performance by Category

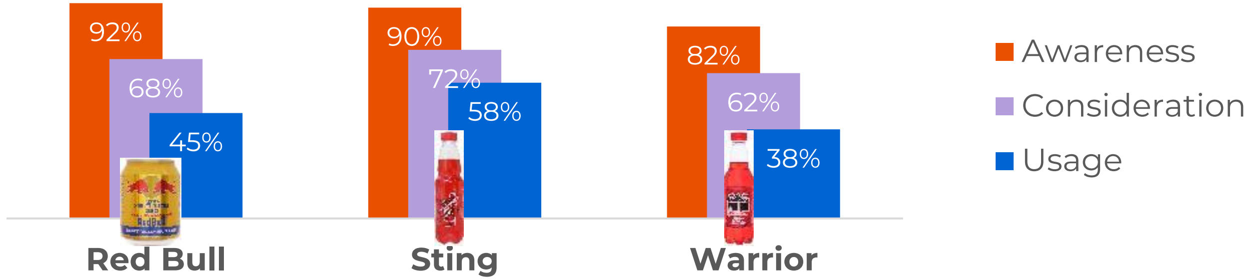
Carbonated Soft Drinks



RTD Tea



Energy Drinks



Brand Loyalty by Category

65% Carb. Soft Drinks

58% RTD Tea

52% Energy Drinks

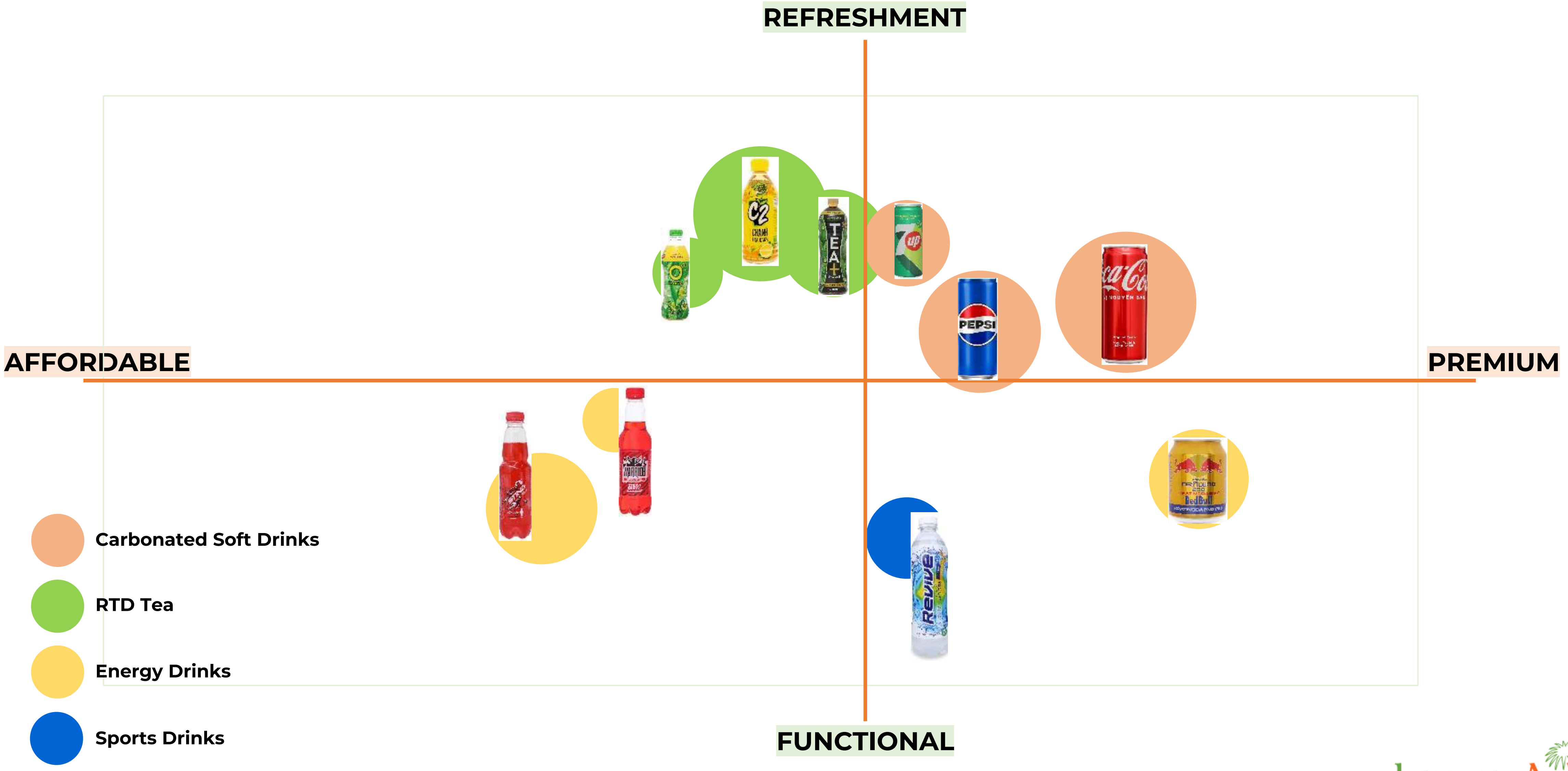
48% RTD Coffee

42% Sports Drinks

38% Juice Drinks

"Do you usually purchase the same brand when buying this type of beverage?" (% answering "Always" or "Usually")

Brand Association Map

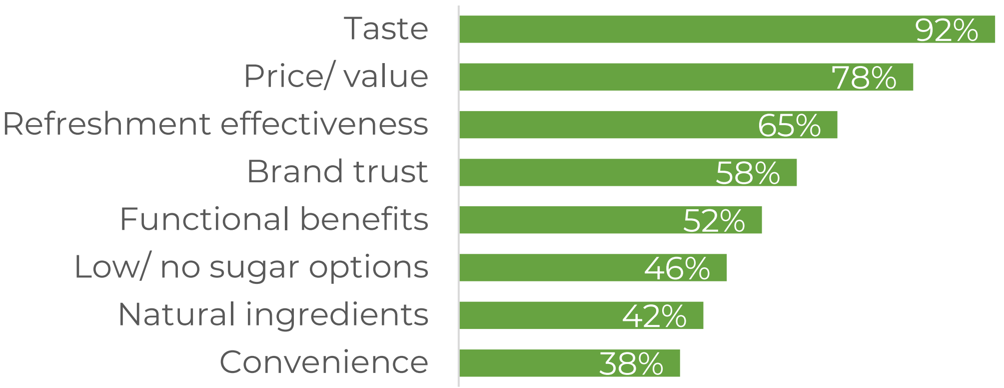


Brand Performance Insights

- **Multinational brands maintain strong leadership in carbonated soft drinks**, but local brands are gaining ground in RTD tea and energy drinks segments.
- **C2 dominates the RTD tea category** with 62% usage, successfully positioning itself as both refreshment and health-oriented through "natural tea antioxidants" messaging.
- In energy drinks, local brand **Sting (58% usage) outperforms global leader Red Bull (45%)** by effectively targeting price-sensitive segments and emphasizing local taste preferences.
- **Tea+ shows strongest growth in the RTD tea category** (+18% YoY usage), driven by successful low-sugar variants and premium positioning.
- Brand loyalty varies significantly by category: highest in carbonates (65% loyal to primary brand), lowest in sports drinks (42% loyal).
- Private label penetration remains low (8% overall) but shows growth in modern trade channels (+15% YoY).

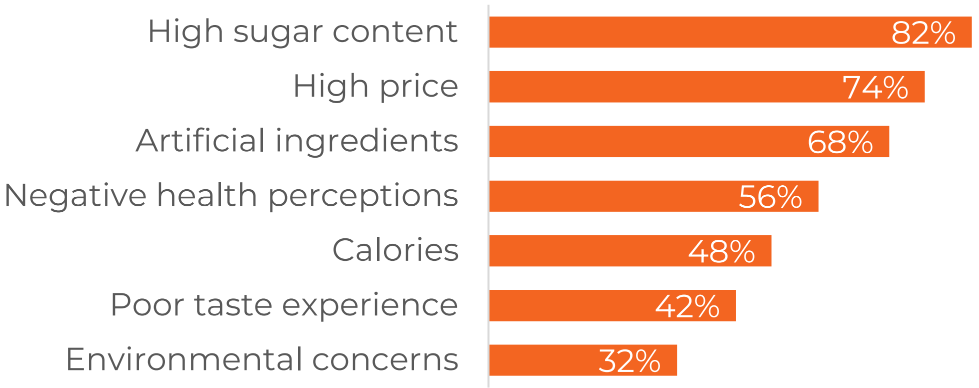
Purchase Drivers & Barriers

Key Purchase Drivers



"Which factors most influence your decision when purchasing refreshment beverages?" (n=524)

Purchase Barriers



"What factors prevent you from purchasing refreshment beverages more often?" (n=524)

Category-Specific Drivers

Category	Primary Driver	Secondary Driver
Carbonated soft drinks	Taste (95%)	Brand (72%)
RTD tea	Refreshment (82%)	Natural ingredients (68%)
Energy drinks	Energy boost (88%)	Taste (76%)
Sports/ Isotonic drinks	Hydration (85%)	Electrolytes (72%)
RTD coffee	Energy boost (75%)	Taste (68%)

Price Sensitivity by Category

62% Energy Drinks

58% RTD Coffee

52% Sport Drinks

48% Carb. Soft Drinks

42% RTD Coffee

38% Juice Drinks

"How important is price in your purchase decision?" (% saying "Very important")

Consumer Segments

Value Seekers
32%

Demographics: Mixed age groups, lower-middle income, both urban and rural areas.
Attitudes: Highly price-sensitive, minimal brand loyalty, pragmatic approach to refreshment.
Behavior: Frequent promotions, prefer affordable local brands, higher consumption of RTD tea and carbonates.
Key brands: Local brands, Number 1, C2, Mirinda.

Preferred categories: RTD tea, carbonates.
Purchase channels: Traditional markets, convenience stores.
Key purchase drivers: Price, promotions.

Health Consciousness
28%

Demographics: 25-45 years, middle-upper income, predominantly urban.
Attitudes: Concerned about ingredients, sugar content, and overall health impact.
Behavior: Actively seek low/zero sugar options, scrutinize labels, willing to pay premium for perceived health benefits.
Key brands: Tea+, Coca-Cola Zero, Revive, C2 Green Tea.

Preferred categories: Low-sugar options, RTD tea.
Purchase channels: Supermarkets, EC.
Key purchase drivers: Ingredients, health benefits.

Functional Benefit Seekers
24%

Demographics: 18-34 years, mixed income, skewing male.
Attitudes: Seek specific functional benefits, energy boost, performance enhancement.
Behavior: High consumption of energy and sports drinks, interested in fortified beverages, usage tied to specific activities.
Key brands: Sting, Red Bull, Revive, Number 1 Active.

Preferred categories: Energy drinks, Sports drinks.
Purchase channels: Convenience stores, on-the-go.
Key purchase drivers: Efficacy, performance.

Social Experiencers
16%

Demographics: 16-28 years, middle-upper income, urban centers.
Attitudes: Brand conscious, trend-aware, view beverages as part of social experience.
Behavior: Early adopters of new products, high social media engagement, preference for premium/novel offerings.
Key brands: Coca-Cola, imported brands, premium RTD coffee, specialty EDs.

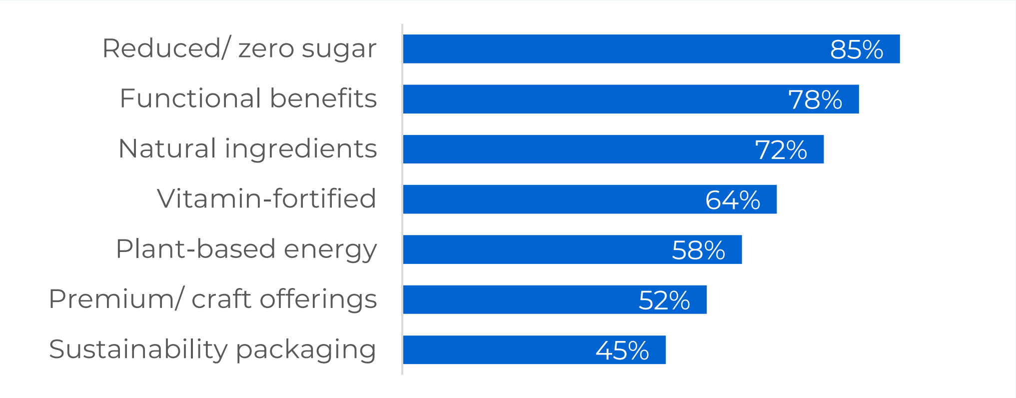
Preferred categories: Premium CSDs, RTD coffee.
Purchase channels: Modern retail, coffee shops/ restaurants.
Key purchase drivers: Brand image, innovation.

Segmentation Insights

- **Value Seekers** is the largest segment (32%) and are particularly sensitive to economic fluctuations, with consumption patterns closely tied to disposable income.
- **Health-conscious** segment shows fastest growth (+5 percentage points YoY), with increasing interest in sugar-reduced and "better for you" options across categories.
- **Functional Benefit Seekers** drive growth in sports and energy drinks categories, increasingly seeking specific functional benefits beyond basic refreshment.
- **Social Experiencers**, while smallest, have the highest per-capita spending and are critical for premium product adoption and social media buzz generation.
- **Opportunity exists for cross-segment innovation**, particularly products that bridge Health-conscious and Functional Benefit Seeker preferences (e.g. natural functional beverages).

Emerging Trends

Emerging Product Trends



""Which of the following trends interest you most?" (n=524)

Digital & Purchase Trends

- **68%** Research beverages on social media
- **52%** Participate in brand promotions
- **48%** Use food delivery for beverages
- **45%** Purchase through e-commerce
- **42%** Follow beverage brands online
- **18%** Have tried a product from TikTok

Category-Specific Innovation Areas

Category	Innovation Focus	Growth Potential
Carbonated soft drinks	Zero sugar, natural sweeteners, functional additions	Medium (+4-6% YoY)
RTD tea	Enhanced functional benefits, premium craft varieties	High (+8-10% YoY)
Energy drinks	Natural energy sources, reduced sugar, added benefits	High (+10-12% YoY)
Sports/isotonic drinks	Natural electrolytes, expanded occasion usage	Medium-High (+7-9% YoY)
RTD coffee	Premium craft varieties, functional benefits	Very High (+15-18% YoY)

Flavor Innovation Preferences

Most Popular Flavors

- **Traditional:** Citrus, Berry, Cola.
- **Growing:** Tropical fruits, Herbal blends.
- **Emerging:** Vietnamese inspired (lychee, calamansi)

Flavor Innovation

- **68%** interested in local fruit flavors.
- **52%** open to herbal/ botanical infusions.
- **45%** interested in flavor combination..

Conclusion & Recommendations

The Vietnamese refreshment beverage market presents significant growth opportunities through health-oriented innovation, targeted segmentation, and evolving distribution strategies.

1 Prioritize health-oriented reformulations

Develop reduced/ zero sugar variants and natural ingredient formulations across all categories to address the dominant barrier of sugar content (82%)

2 Develop segment-specific product strategies

Create targeted offerings for the growing Health-conscious (28%, +5pts YoY) and Functional Benefit Seeker (24%, +2pts YoY) segments, focusing on natural functional beverages that bridge both segments.

3 Invest in RTD coffee and sports drinks innovation

Invest in RTD coffee (+18% YoY) and sports drinks (+12% YoY) through expanded occasion positioning and premium/ functional options.

4 Optimize digital and EC strategies

Strengthen social media presence and e-commerce capabilities to engage the 68% of consumers who research beverages on social media and the growing 45% who purchase through e-commerce channels.

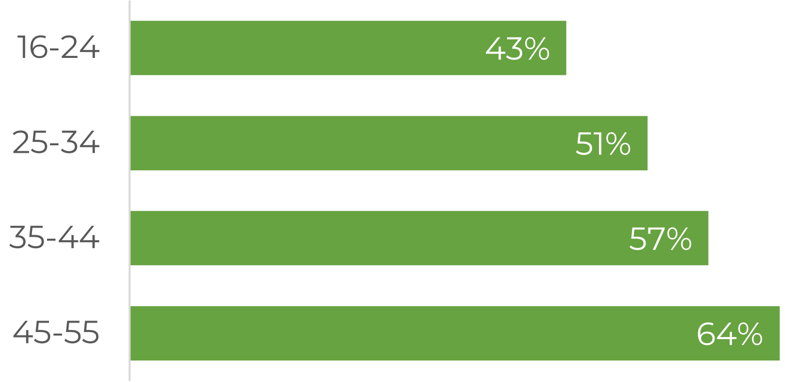
5 Leverage local flavor preferences

Develop localized Vietnamese flavor profiles to create distinctive offerings that resonate with the 68% of consumers interested in local fruit flavors and capitalize on the growing trend toward cultural authenticity.

Additional Analysis

Brand Loyalty by Demographics

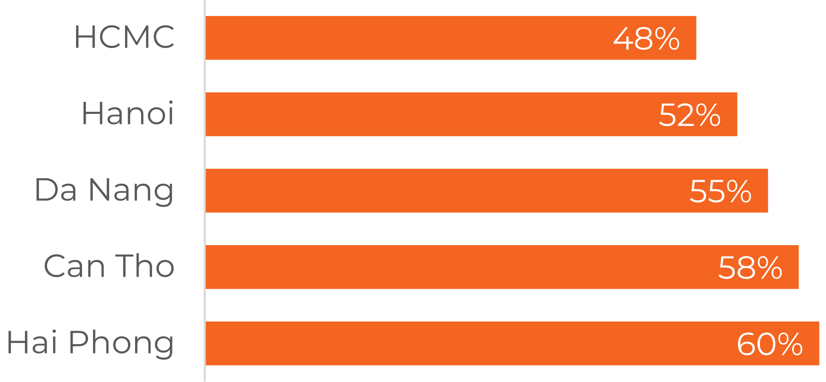
Brand Loyalty by Age Group



Key Insights

- Clear pattern of increasing brand loyalty with age.
- Younger consumers (16-24) most experimental with 43% loyalty.
- Middle-aged consumers (35-44) show balanced loyalty (57%).
- Older consumers (45-55) most brand loyal, particularly to established international brands (64%).
- Carbonated soft drinks generate highest loyalty across all age groups.

Brand Loyalty by City



Geographic Insights:

- Urban centers with greater retail diversity show lower brand loyalty.
- HCMC most dynamic market with lowest loyalty (48%).
- Regional preferences evident in category loyalty: Northern cities show stronger RTD tea loyalty.
- Smaller cities like Hai Phong exhibit higher overall loyalty (60%).
- International brands maintain consistent loyalty across regions.

Emerging Trends by Age Demographics

Trend	16-24	25-34	35-44	45-55	Overall
Reduced sugar	76%	85%	91%	88%	85%
Functional benefits	82%	85%	78%	67%	78%
Natural ingredients	65%	74%	78%	71%	72%
Vitamin-fortified	68%	72%	65%	51%	64%
Plant-based energy	75%	65%	54%	38%	58%
Premium/ craft	72%	64%	42%	30%	52%
Sustainable packaging	58%	54%	42%	26%	45%

Key Implications

- Reduced sugar options have broad appeal across all demographics.
- Premium/craft shows the biggest demographic gap (42% between youngest and oldest).
- Health-focused messaging can connect functional benefits across age groups.
- Younger consumers are most receptive to sustainable packaging.

Key Generational Insights

Gen Z (16-24)

Leaders in innovation adoption with highest interest in plant-based energy (75%) and premium offerings (72%).

Millennials (25-34)

Strongest health orientation with peak interest in functional benefits (85%) and reduced sugar (85%) - most receptive to multi-benefit innovations.

Gen X (35-44)

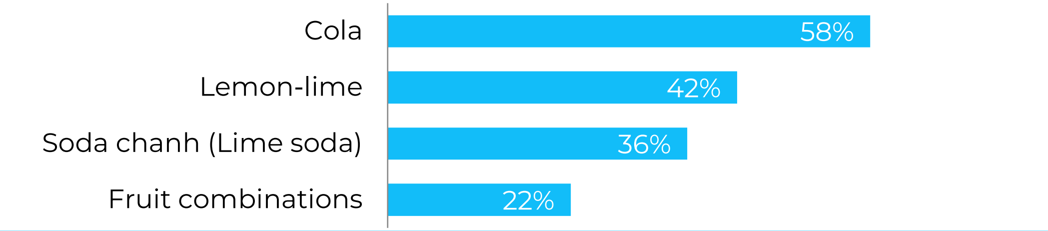
Most concerned about sugar reduction (91%) and natural ingredients (78%) - prioritize practical health benefits over lifestyle positioning

Older Consumers (45-55)

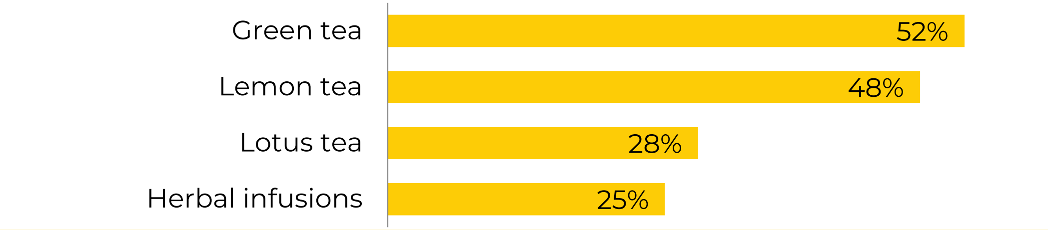
Strong sugar reduction interest (88%) but significantly lower engagement with emerging trends - represent opportunity for health-oriented reformulations of traditional products.

Category Flavor Landscape

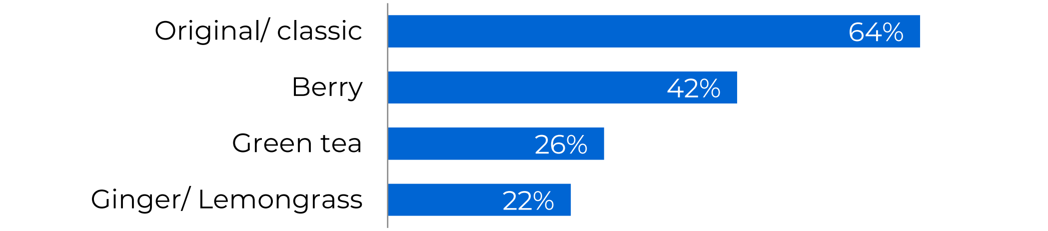
Top Flavor Profiles – Carbonated Soft Drink



Top Flavor Profiles – RTD Tea



Top Flavor Profiles – Energy Drinks



Key Flavor Insights:

- Vietnamese-inspired flavors show strongest growth across categories, with traditional ingredients reformulated for modern beverage formats
- Health-oriented flavor profiles gaining traction, particularly herbal infusions in RTD tea and natural plant-based variants in energy drinks
- Traditional flavors maintain leadership but show limited growth as the market matures
- Category crossover flavors (e.g., green tea energy drinks) represent significant innovation opportunity:
  - **Health Conscious**: Herbs, coconut, green tea.
  - **Social Experiencers**: Fruit combinations, novel flavors.
  - **Value Seekers**: Traditional citrus, orange.
  - **Functional Benefit Seekers**: Classic formulations

Strategic Opportunity:

Develop Vietnamese-inspired flavors that combine local cultural relevance with health positioning.

About Us

We Are

INSIGHTASIA

The Asia Market Research Specialist

Bringing a deep understanding of local needs, lifestyles, preferences & trends

We are

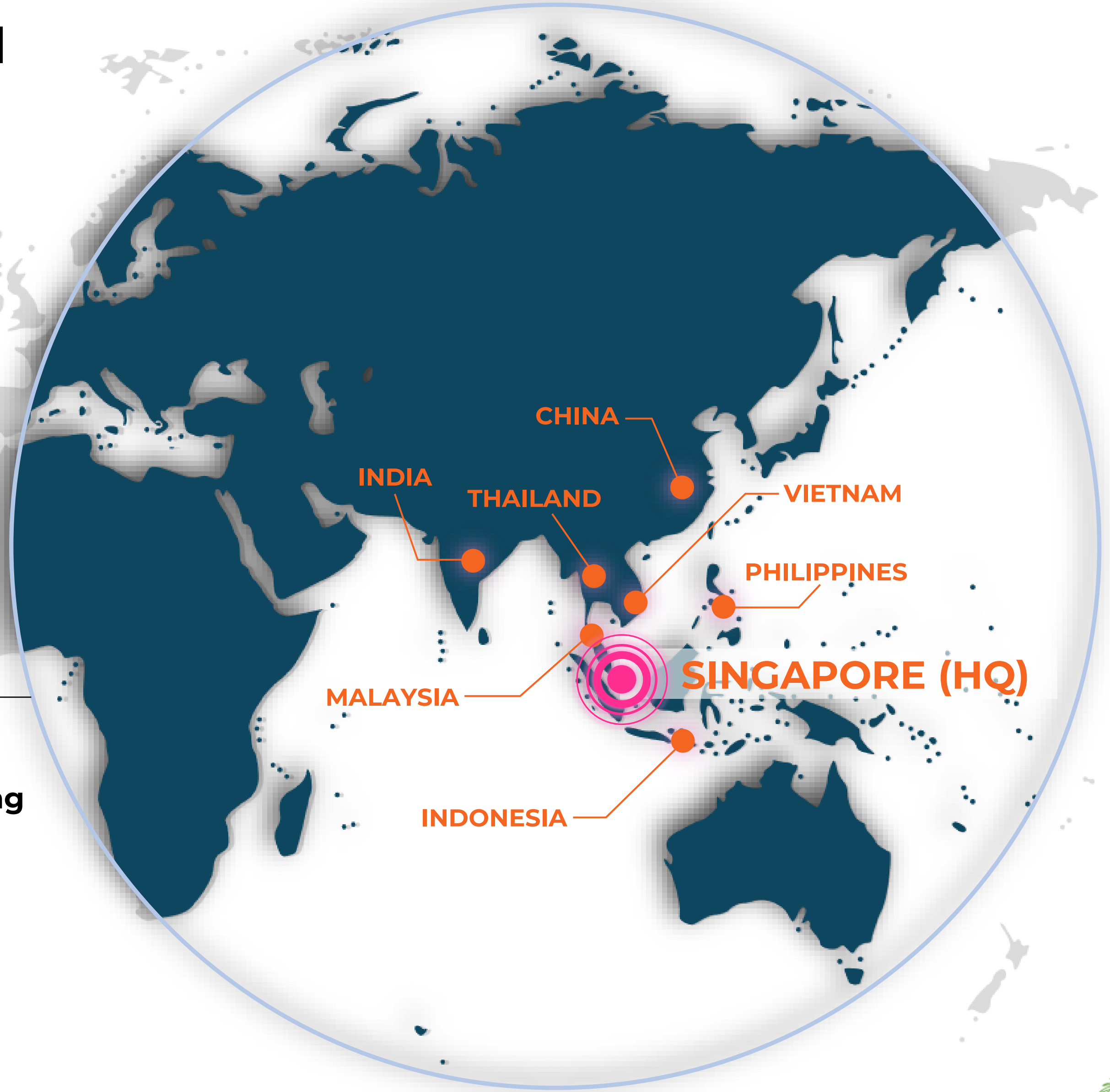
TRULY LOCAL

Founded in Asia, focused on Asia.

Our locally based research experts deliver a richer understanding of the Asian consumer context.

Delivered through our 6 full-service offices, specialist sensory office in India and field servicing office in China.

Rich local knowledge: 120+ on the ground researcher.



INSIGHTASIA

We Are

SMALL enough to care & BIG enough to trust

We champion innovative research

Technical rigor and quality control, combined with research passion, creativity and smarter thinking

We bring real local knowledge

To provide 'up to the minute' understanding of the evolving competitive & consumer context

Our Clients Trust Us
Because We Understand

- Asia.
- Efficient and effective research design.
- The need for practical and actionable solutions.

We Are your
THINKING PARTNERS

Local & Regional Clients

Across Industries

...and more

(B2C) What we do

Survey: F2F/ Online

Focus Group

Home Usage Test

Central Location Test

Along shopping

Retail check/ audit

Ethnography

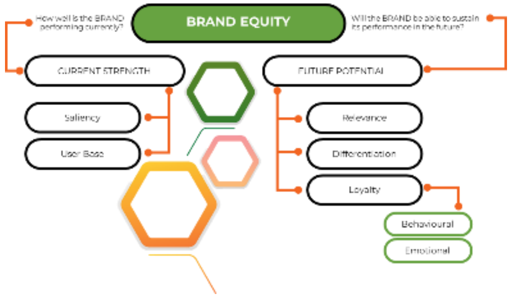
Mystery shopping

(B2B) What we do

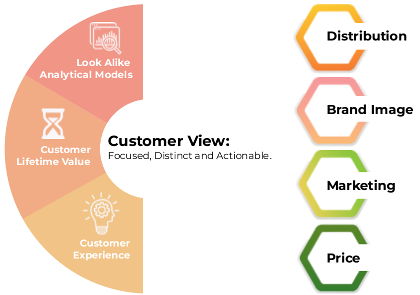
Survey: F2F/ Online

In-depth Interview

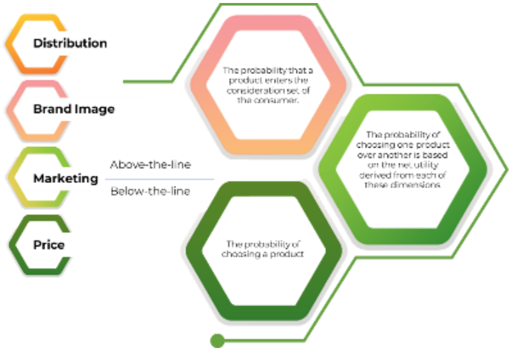
Competitor Analysis



Market Analysis



ROMI Analysis



Ideation Workshop

Mr. Pham Anh Tuan

Research Director, Country Manager || VIETNAM

Tuan is a seasoned senior marketing research with over 15 years of expertise, **specializing in B2B marketing research**. His focus is on market exploration and penetration studies within various sectors, both locally and regionally. With a **unique background in IT and market research**, Tuan leverages his technical skills to enhance data analysis and market insights, providing a comprehensive understanding of market dynamics.

Renowned for his **analytical skills** and **consultative approach**, Tuan has contributed significantly to the understanding of consumer trends and market dynamics.

Tuan's insights are occasionally featured in local newspapers i.e. Dan Tri, Tuoi Tre Online, and on Vietnam primary TV channels, where he shares his expert vision on the evolving markets.

2009 – 2016	2016 – 2021	2021 – 2023	2024	Now
Manager, Epinion Vietnam	Research Director, Asia Plus (Q&Me) & Kadence Vietnam	Research Director, Macromill Vietnam	Country Manager InsightAsia Vietnam	

Ready to EXPLORE

Contact

Vietnam

https://insightasia.com
vietnam@insightasia.com

PHAM ANH TUAN
Research Director | Country Manager
tuan.pham@insightasia.com
(+84) (0) 90 9900 774 (Mobile/ Zalo/ WhatsApp)