



**Euromonitor
International**

Bottled Water in Vietnam

November 2025

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Bottled Water in Vietnam - Category analysis

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2025 DEVELOPMENTS

Short-term dip in demand, but fundamental appeal of bottled water remains intact

INDUSTRY PERFORMANCE

Short-term pressure on bottled water, but healthy image will bolster demand

Still water remains core, while premium and functional options support on-trade recovery

WHAT'S NEXT?

Strong future performance for bottled water, with on-trade set to be more dynamic

Direct-to-consumer and downstream logistics move to digital platforms

Sustainable lifestyle will continue to receive attention from both manufacturers and consumers

COMPETITIVE LANDSCAPE

Suntory PepsiCo retains lead of consolidated competitive landscape

Healthy positioning and consumer engagement drive strong growth of i-on Life

CHANNELS

Convenient locations support dominance of small local grocers

Convenience helps drive e-commerce share gain and growth in 2025

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EXECUTIVE SUMMARY

Innovating for growth amidst economic caution and health trends

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INDUSTRY PERFORMANCE

Resilience for soft drinks despite economic pressures

Multi-packs and larger bottles favoured for greater savings

Premium-positioned carbonated soft drink Cela focuses on functionality

Rising health concerns drive up sales of reduced sugar options

WHAT'S NEXT?

On-trade to remain dynamic channel, while sugar tax is likely to marginally impact pricing and consumers' decisions

Sustainability efforts to increasingly shape future development

COMPETITIVE LANDSCAPE

Suntory PepsiCo retains leadership with wide portfolio and marketing efforts

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