



Euromonitor
International

Sports Drinks in Vietnam

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports drinks in Vietnam: Navigating economic shifts and health trends

INDUSTRY PERFORMANCE

Despite marginal decline, overall demand for sport drinks remains high
6-pack format continues to gain traction as practical solution

WHAT'S NEXT?

Sport drinks will continue to appeal to active consumers
Manufacturers will continue to focus on innovative products to attract customers.
Sugar tax regulation could potentially impact growth of sport drinks

COMPETITIVE LANDSCAPE

Suntory PepsiCo retains dominance of sport drinks in 2025
Pocari Sweat continues to make gains through various sponsorships

CHANNELS

Small local grocers benefits from close proximity to neighbourhoods
Retail e-commerce continues to make impressive gains

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EXECUTIVE SUMMARY

Innovating for growth amidst economic caution and health trends

KEY DATA FINDINGS

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

Masan Group benefits from partnership with major football club

CHANNELS

Proximity to neighbourhoods drives popularity of small local grocers

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