

Vietnam Juice Market Report

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1. MARKET SIZE AND KEY STATISTICS

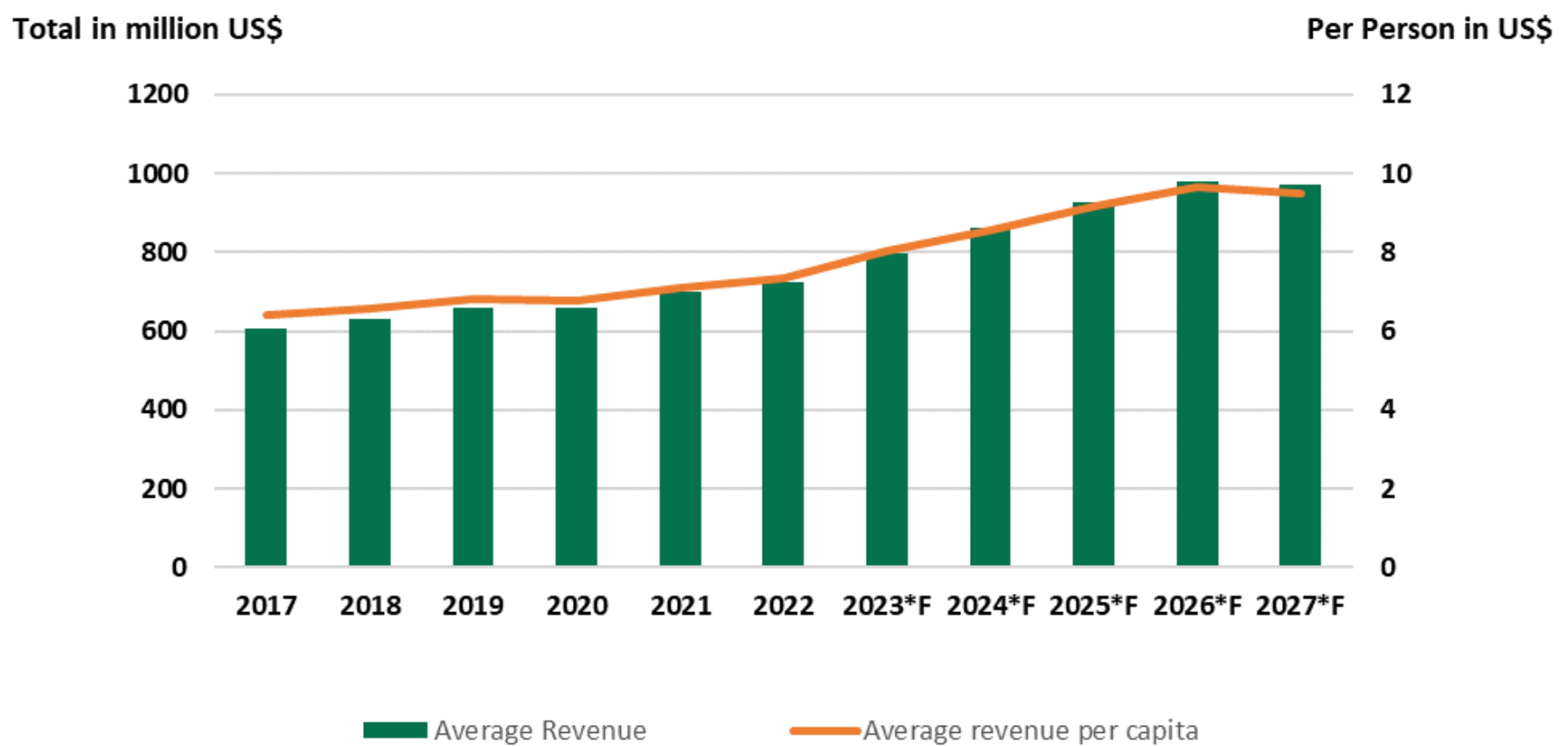
1.1 MARKET SIZE

The Vietnamese juice segment is characterised by juice made from 100% fruit or vegetable juice, which can be divided into several subgroups such as orange, apple, grapefruit, grape, other fruits and vegetables, and juice blends. The juice segment does not include honey, natural nectar containing small amounts of fruit juice, and soft drinks made from fruit juice.

Revenue in the juice segment amounted to US\$797.89 million in 2023. The market is expected to grow annually by 5.64% (CAGR 2023–2027).

In relation to total population figures, per person revenues of US\$8.02 were generated in 2023.

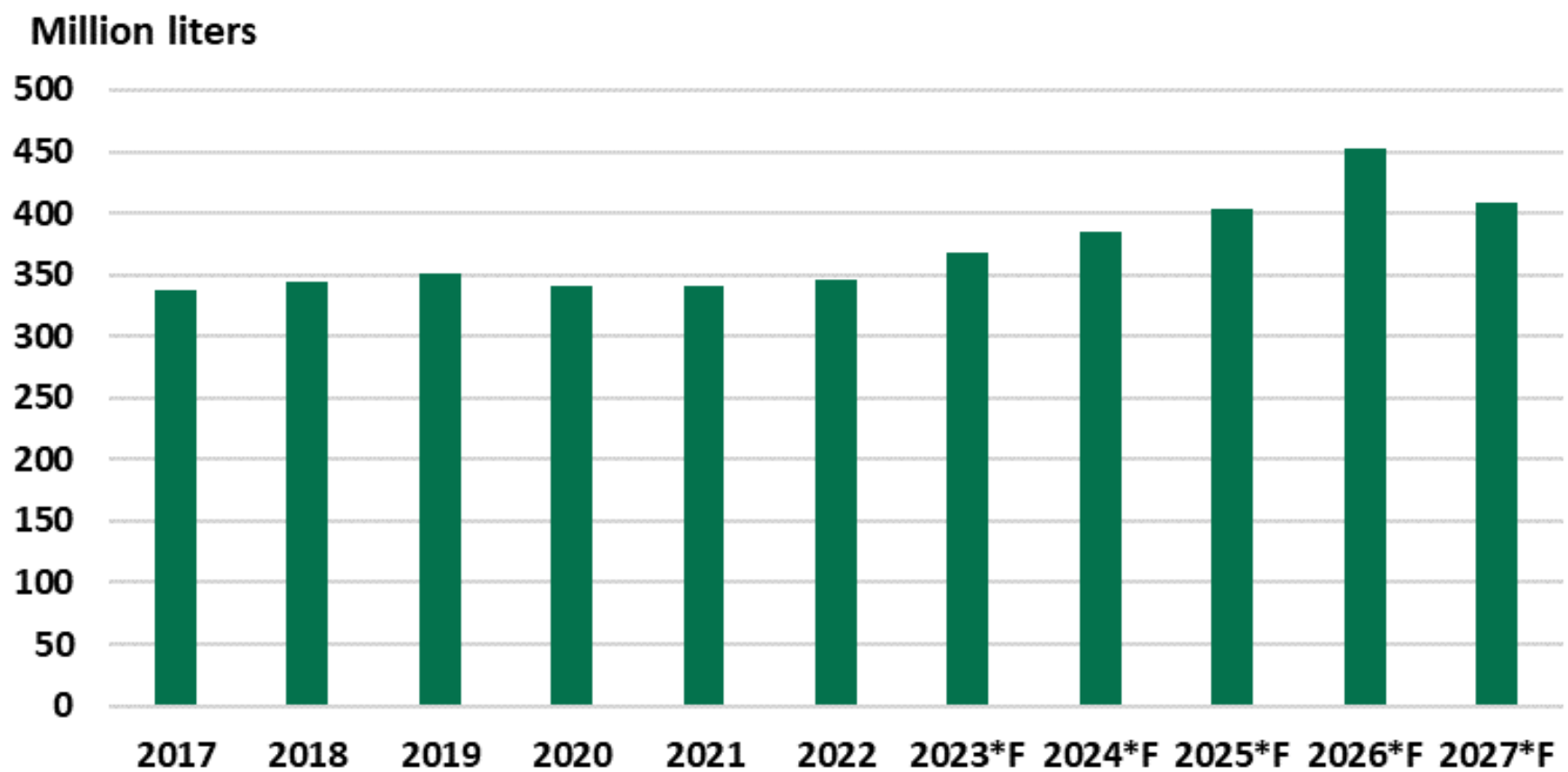
Figure 1: The average revenue of juice market in Vietnam by years and per capita



Source: Statista Market Insights

In the juice segment, consumption (volume) is expected to reach 409.24 million liters by 2026/27.

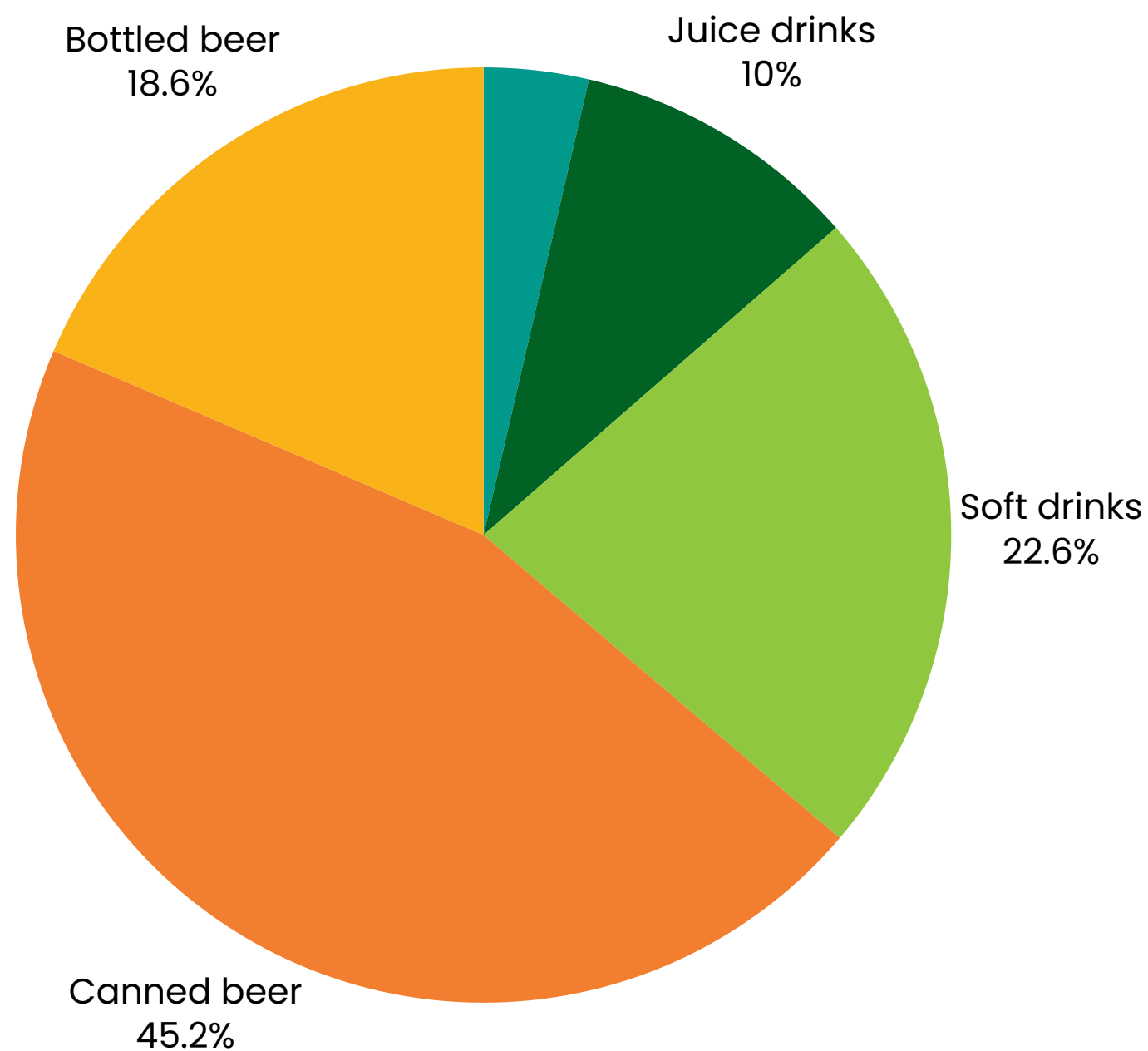
Figure 2: The consumption volume of juice market in Vietnam by years



Source: Statista Market Insights

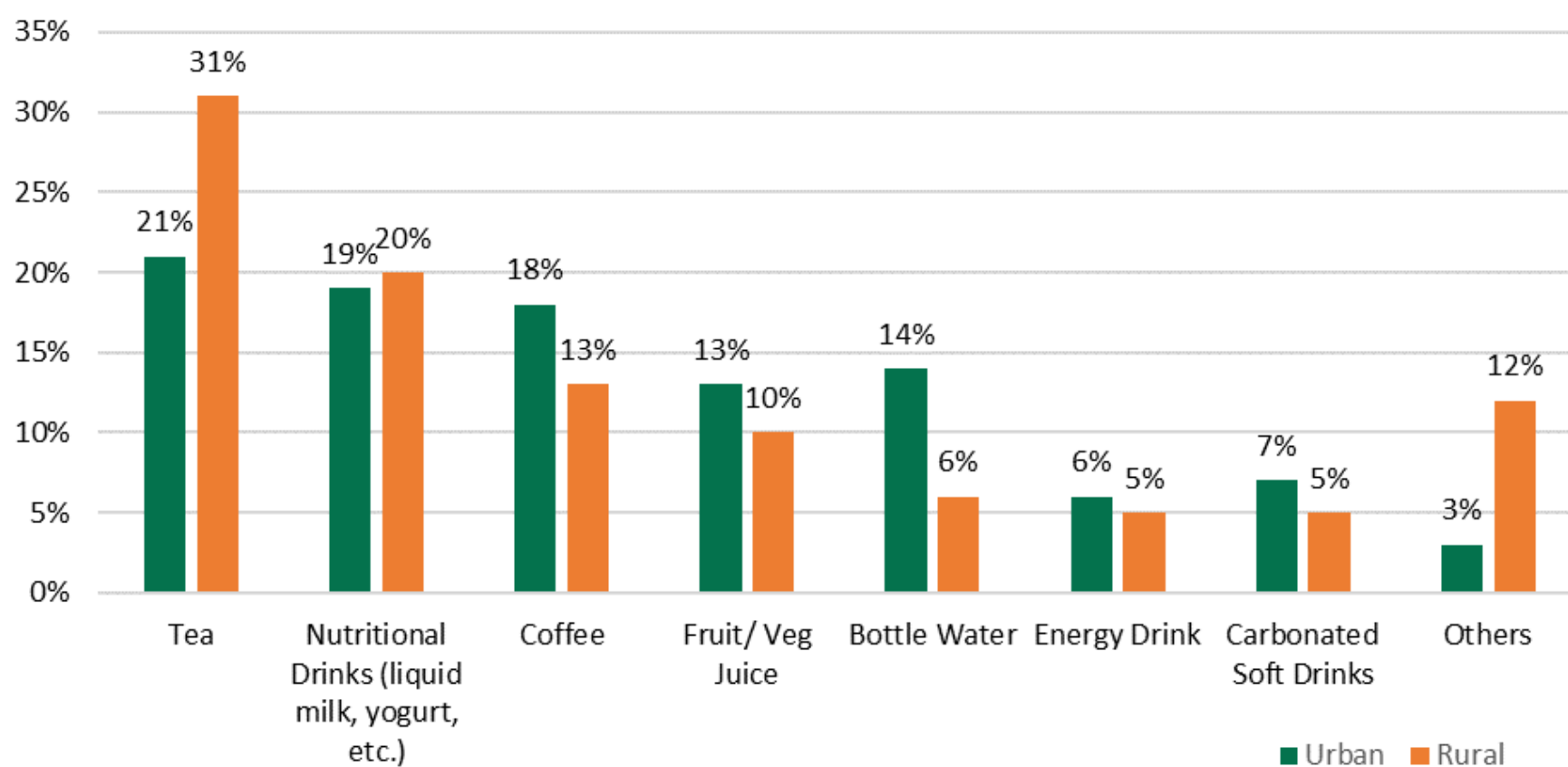
According to data from the Vietnam Industry and Trade Information Centre (VITIC), alcoholic beverages account for 67.85% of the beverage market in Vietnam, while juice drinks account for 9.97%.

Figure 3: The consumption structure of Vietnam beverage market



The 'Drink Usage in Vietnam 2022' study conducted by Kantar across rural and urban areas indicates the popularity of non-alcoholic beverages in the rural environment skewed towards tea and dairy-based drinks, while coffee, fruit juice and bottled water are more popular in the urban environment.

Figure 4: Percentage of drinking occasion in Vietnam urban and rural



Source: Kantar

The Kantar research also showed that drink choices vary from region to region, and from age to age.

Table 1: Top 5 drinking categories

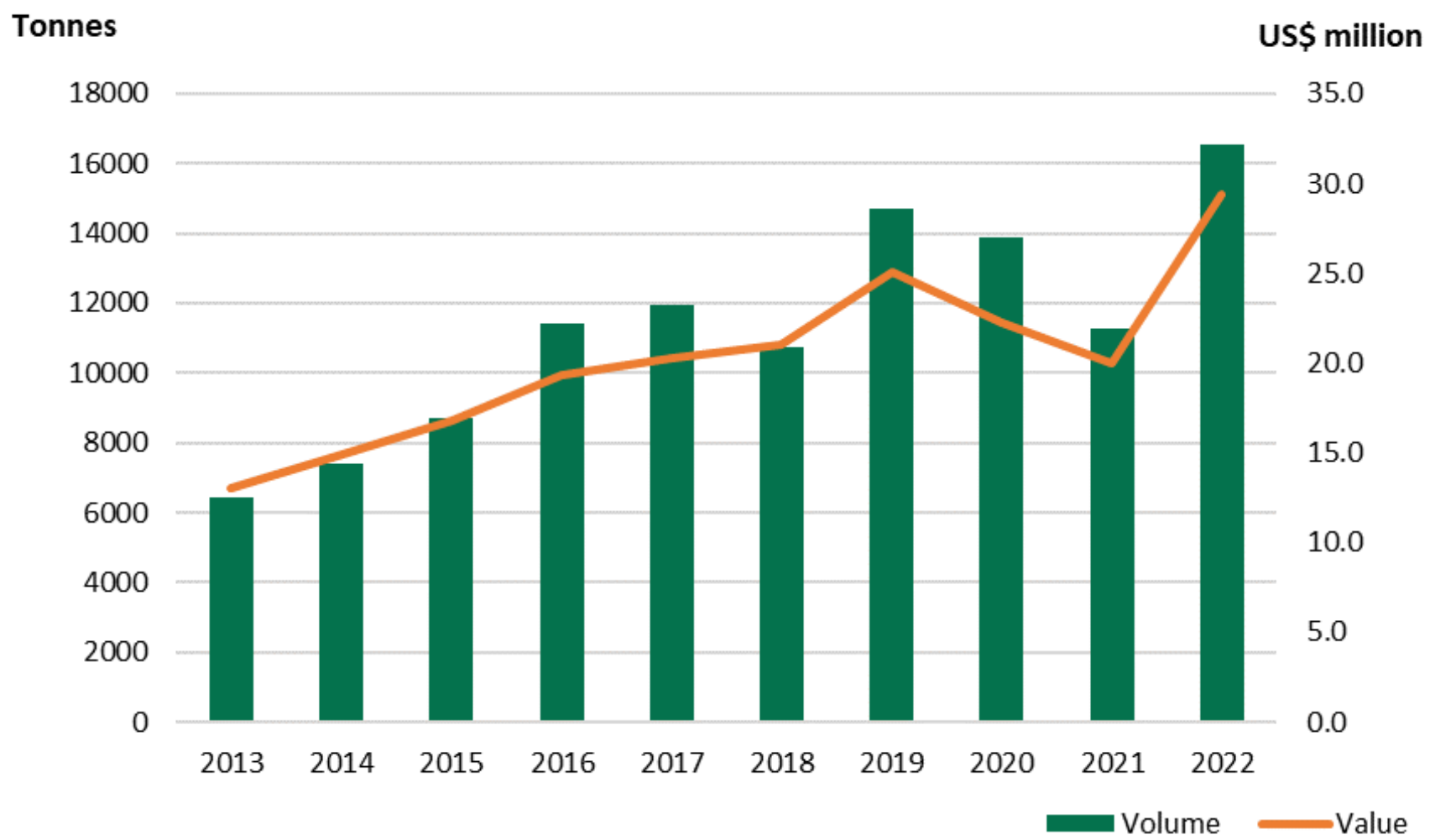
Top no.	Ho Chi Minh City	Hanoi	Gen Z 13-24 YO	Gen X 45 – 60 YO(1)
1	Bottled Water	Fruit/Vegetable Juice	Bottled Water	Loose-leaf tea
2	Fruit/Vegetable Juice	Bottled Water	RTS(2) Tea/ Milk Tea	Fruit/Vegetable juice
3	RTS(2) Coffee	Loose-leaf tea	CSD(3)	Bottled Water
4	RTS(2) Tea/ Milk Tea	Liquid Milk	Fruit/Vegetable juice	RTS(2) Coffee
5	CSD(3)	CSD(3)	Energy Drink	Instant Coffee

(1): Years Old
 (2): Ready to serve
 (3): Carbonated Soft Drinks

1.2 IMPORT MARKET

In 2022, Vietnam imported 16,533 tonnes of juice, with a value of US\$29.4 million, showing an increase of 46.4% in volume and 46.7% in value. A likely explanation for this growth can be attributed to the Covid pandemic, with consumers showing an increased interest in the health benefits of juice consumption.

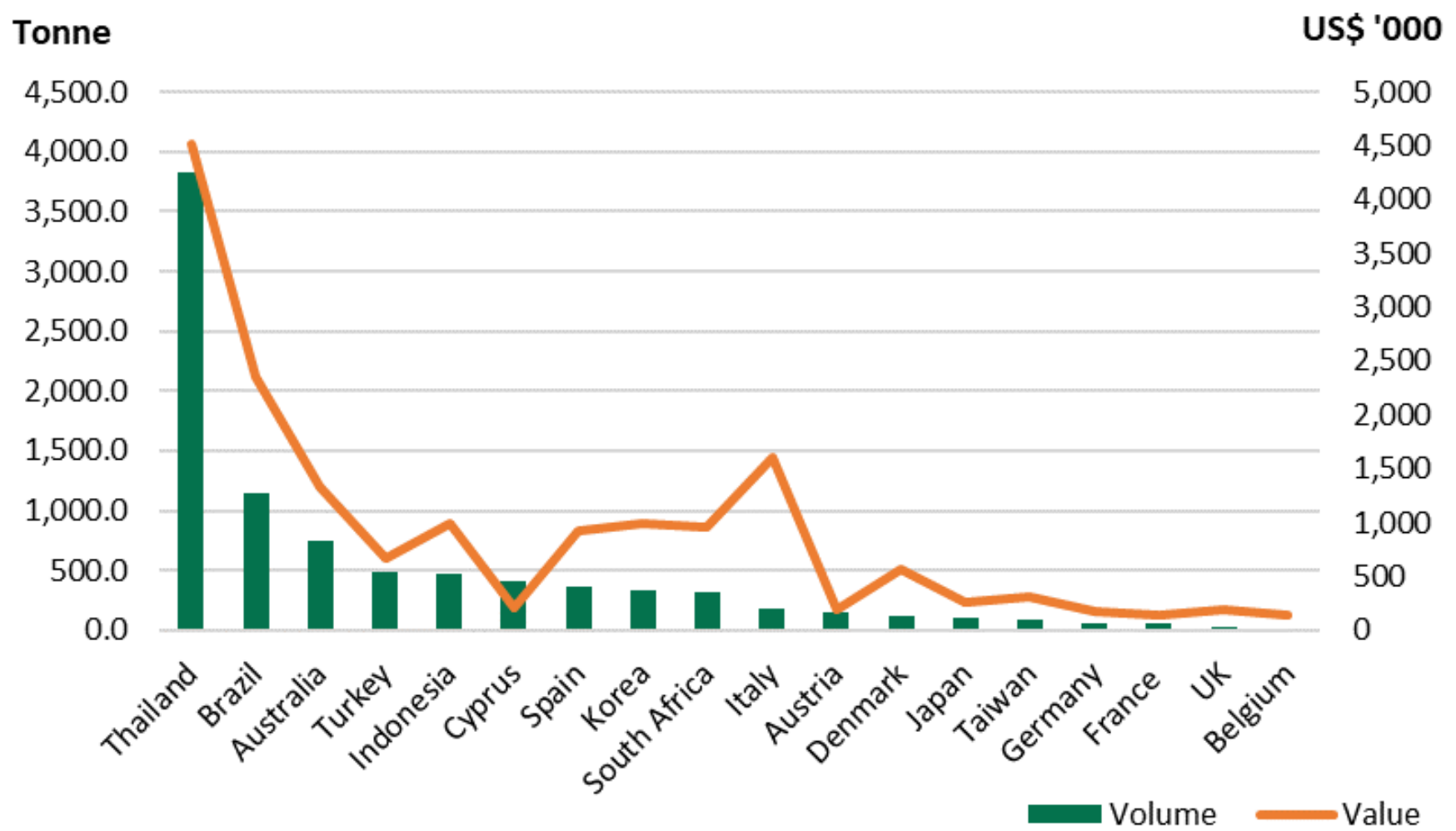
Figure 5: The volume and value import of Vietnam juice market by years (HS code: 2009)



Source: Trade Map

Trade Map data shows Thailand is the largest supplier of juice into the Vietnamese market. Interestingly, Australia ranks as the third largest supplier of juice into Vietnam, with 750 tonnes of juice shipped at a value of US\$1.3 million in 2022.

Figure 6: Main import markets of juice (HS code: 2009) in Vietnam 2022



Source: Trade Map

1.3 DRINKING CULTURE IN VIETNAM

Beer is by far the most popular beverage sold in Vietnam. This is demonstrated in Figure 3 (Consumption structure of Vietnam beverage market), with the beer category accounting for a 68% market share.

In relation to juice, Vietnamese consumers drink fruit juice mainly with their breakfast or take it with them when they go out for extracurricular activities. Busy families often choose packaged fruit juice for their children to take with them to supplement energy and vitamins during the day.

Vietnamese consumer rarely drink fruit juice with lunch or dinner, unless they are on a diet or for beauty purposes. Their choice is usually fresh and pure juice, as packaged juice is not considered healthy on account of the addition of preservatives and sugar.

Fresh orange juice made from Vietnamese oranges (green peel oranges) is the most popular juice in Vietnam. It is usually mixed with sugar and sold everywhere.

1.4 FRESH JUICE BARS AND SHOPS

The popularity of fresh fruit juice is rising in Vietnam. Fresh juice is mainly sold through two retail avenues:

1.4.1 TRADITIONAL RETAIL

In this segment, fresh juices are often sold at street vendor carts. They are relatively affordable and people often buy them for refreshing drinks. The disadvantages are that the origin of the fruit is unknown and hygiene levels are not always high. Prices vary from VND 10,000 – VND 25,000 (US\$0.40 – US\$1) per 500ml cup.

1.4.2 MODERN, HIGH-END JUICE STORE

These are stores that sell healthy, pure juices with clear fruit origins. Prices are expensive compared to street vendors. These stores cater to middle- and upper-class consumers. Prices vary from VND 45,000 – VND 80,000 (US\$1.85 – US\$3.28) per 330ml bottle.

2. MARKET LEADERS

The leading brands of fresh juice in Vietnam are listed below.

2.1 VFRESH

Vfresh is currently the leading packaged juice brand in the Vietnam market. All of Vfresh's 100% products – such as orange juice, apple juice, grape juice and vegetable juice – are 100% pure juice; there are no preservatives, no genetic modification, and no added sugar.

The Vfresh brand belongs to the Vinamilk company.

Table 2: Vfresh key juice products

Product	Type	Package	Price (VND/package)
100% juice	Orange/ grape/ apple/ guava	1,000ml	47,000 – 54,000
50% juice, 50% nectar	Orange/ peach	1,000ml	40,000
Mixed juice	Kiwi and apple/ pomegranate and apple	1,000ml	61,000
100% juice	Fresh coconut	1,000ml	39,000
100% juice	Fresh coconut	330ml	17,000



**VFRESH
JUICE
1 LITRE**



**COCO FRESH
1 LITRE AND 330ML**

2.2 TH TRUE JUICE

TH True Juice is a fruit juice and fruit drink brand belonging to TH Group (owner of the TH true MILK brand).

With the desire to bring consumers quality, completely natural products, all fruit ingredients are carefully selected by TH True Juice, which has invested in developing modern processing techniques and facilities.

Table 3: TH true Juice key juice products

Product	Type	Package	Price (VND/package)
99.94% Juice	Orange	350ml	17,700
99.96% Juice	Apple	350ml	17,700
96.73% Juice	Peach	350ml	17,700
TH true Juice milk	Orange/ strawberry/ blueberry/ banana	300ml	11,300



TH TRUE JUICE 350ML



TH TRUE JUICE MILK 300ML

2.3 TROPICANA TWISTER

Tropicana is one of the most well-known juice brands in the world, with Vietnam no exception. The brand is owned by Suntory PepsiCo.

Table 4: Tropicana Twister key juice products

Product	Type	Package	Price (VND/package)
Juice	Orange	1,000ml	18,000
Juice	Orange	450ml/ bottle	11,300
Juice	Orange	320ml/ can	10,000



JUICE 1 LITRE/ BOTTLE



JUICE 450ML/ BOTTLE



JUICE 320ML/ CAN

2.4 MALEE

Malee is an imported juice brand that belongs to Thailand's Malee Group.

Table 5: Malee key juice products in Vietnam

Product	Type	Package	Price (VND/package)
Juice	Orange/ peach/ apple/ grape/ pomegranate/ lychee/ berry/	1,000ml	61,000
Juice	Orange/ apple/ grape	200ml/paper box with 3 boxes per pack	47,000



2.5 LE FRUIT

Le Fruit is a juice brand that has grown in popularity over recent years. Juice is mainly produced from fruits grown in the Mekong Delta region.

Table 6: Le Fruit key juice products

Product	Type	Package	Price (VND/package)
100% Juice	Orange/ Pineapple/ Tomato/ Sugarcane and calamansi/ Apple/ Lime	1,000ml	65,000 – 80,000
100% Juice	Pineapple/ apple	5,000ml	300,000
100% Juice	Pineapple/ tomato/ sugarcane and calamansi/ apple/ tomato	250ml	43,000
Nectar	Orange/ guava/ mango/ passion fruit/ pineapple	5,000ml	300,000
Nectar	Orange/ guava/ mango/ passion fruit	1,000ml	70,000
Nectar	Orange/ guava/ mango/ passion fruit	250ml	43,000
Mixed juice	Tropical/ coconut and lime/ pineapple, carrot and orange/ beetroot, guava and dragon fruit/ pineapple, Vietnamese cherries and passion fruit	5,000ml	320,000
Mixed juice	Tropical/ coconut and lime/ pineapple, carrot and orange/ beetroot, guava and dragon fruit/ pineapple, Vietnamese cherries and passion fruit	1,000ml	80,000
Mixed juice	Tropical/ coconut and lime/ pineapple, carrot and orange/ beetroot, guava and dragon fruit/ pineapple, Vietnamese cherries and passion fruit	250ml	43,000



3. CONSUMER SURVEY

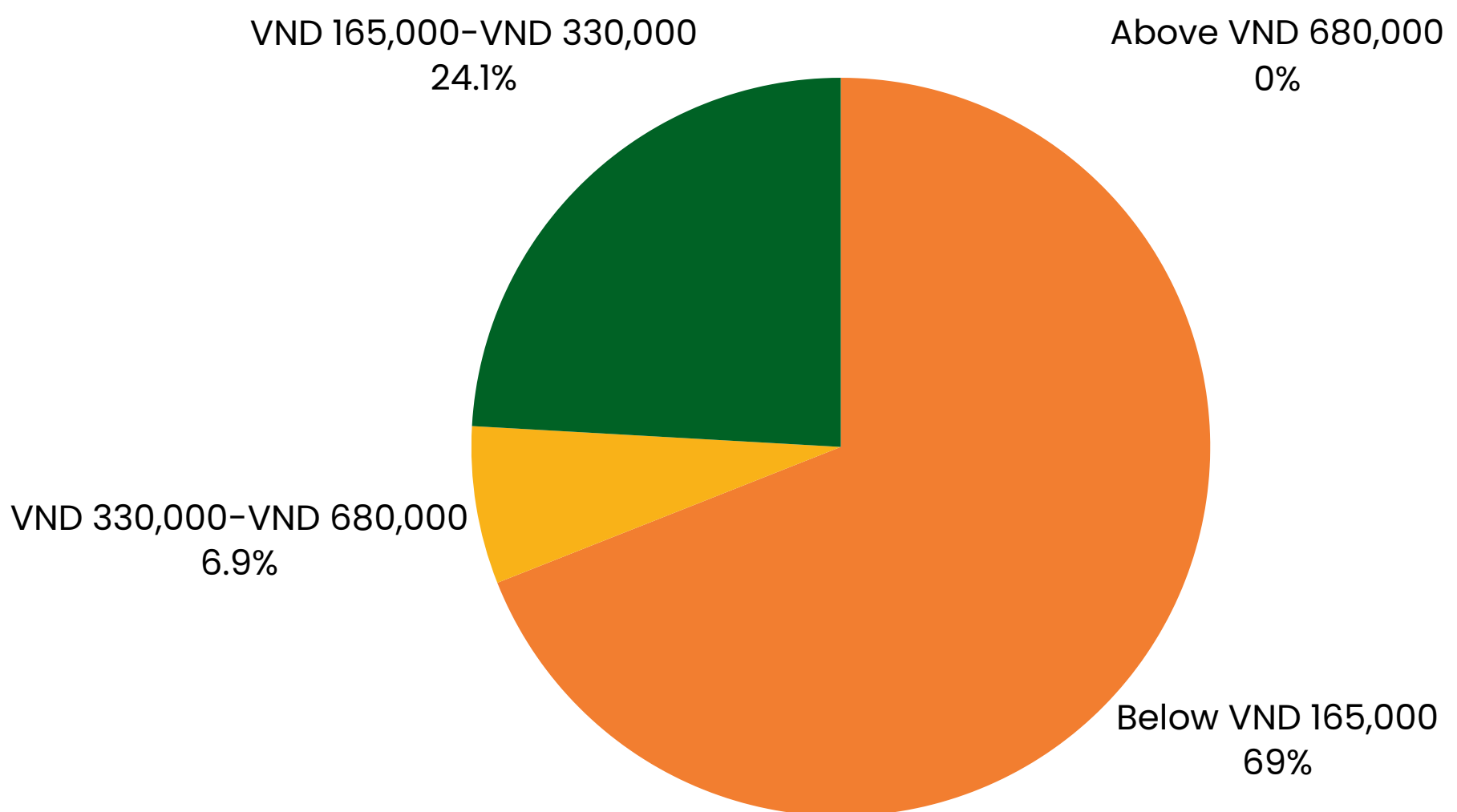
In association with this report, Asian Agribusiness Consulting conducted a consumer survey on juice consumption in Vietnam. The survey results are based on the responses of 59 Vietnamese consumers.

3.1 EXPENDITURE

Expenditure on juice is not significant in Vietnam. Figure 7 shows 69% of survey consumers spent below VND 165,000 (US\$6.7) per month. However, there is still a significant percentage of people spending on average VND 165,000 – VND 330,000 (US\$6.7 – US\$13.5) per month.

Consumers that spend above VND 680,000 (US\$27.90) per month are generally focused on a specific need, such as diet or detox. This will often be an occasional purchase, not a staple item. In this category, consumers will generally seek out fresh juice shops, where calories per day are counted out for consumers.

Figure 7: Per month expenditure on juice

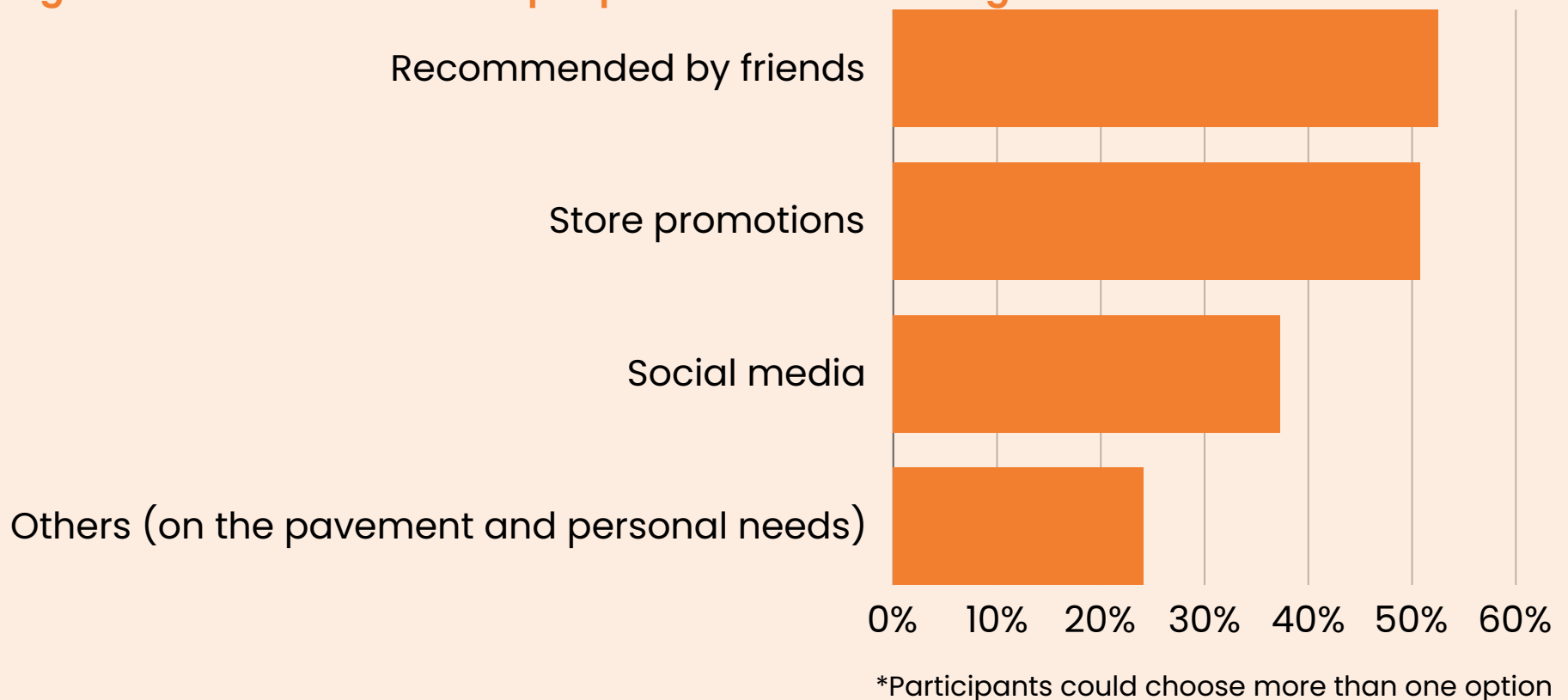


3.2 PURCHASE DRIVERS

Recommendations by friends and store promotions are the two main factors why Vietnamese consumers choose to purchase juice, according to the survey.

Social media is another meaningful influence on purchasing. Many juice brands in Vietnam are now promoting their products on social media. Facebook, TikTok and Zalo are the leading social media platforms identified by survey participants.

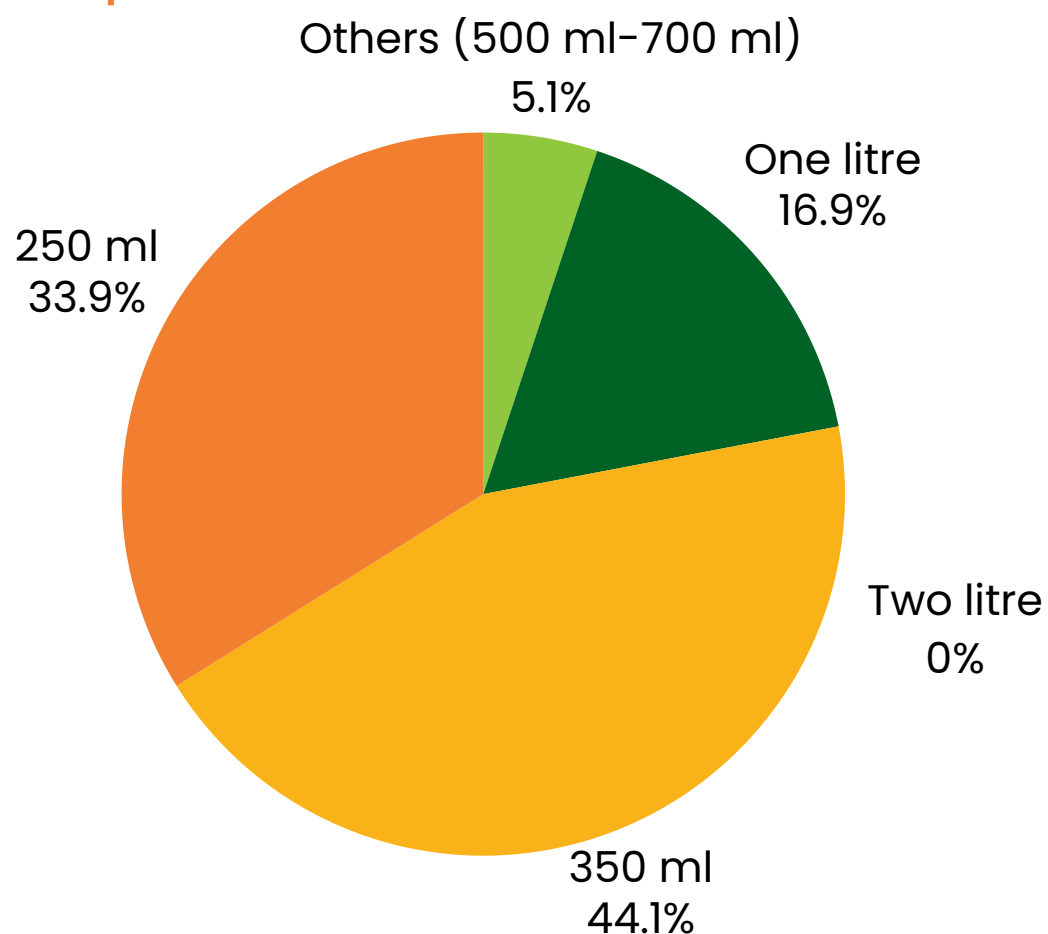
Figure 8: The factors affect people choice of beverages



3.3 PACKAGING SIZE

The survey found 350ml was the ideal size for juice packaging. The 250 ml size was also popular, equating to one juice serving for many consumers.

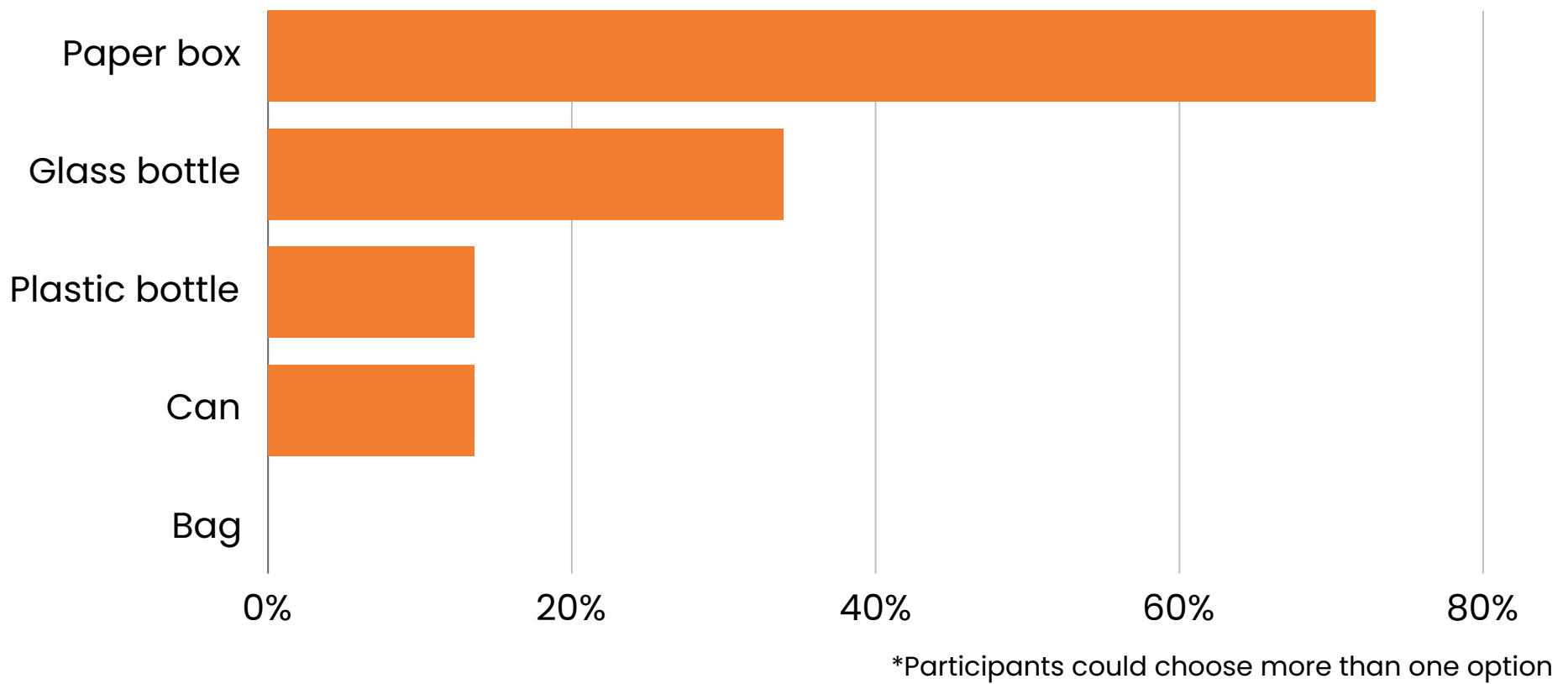
Figure 9: Packaging size preference



3.4 PACKAGING FORMAT

Paper box (tetra pack) was the preferred juice packaging format among survey participants, with glass bottles also a popular choice.

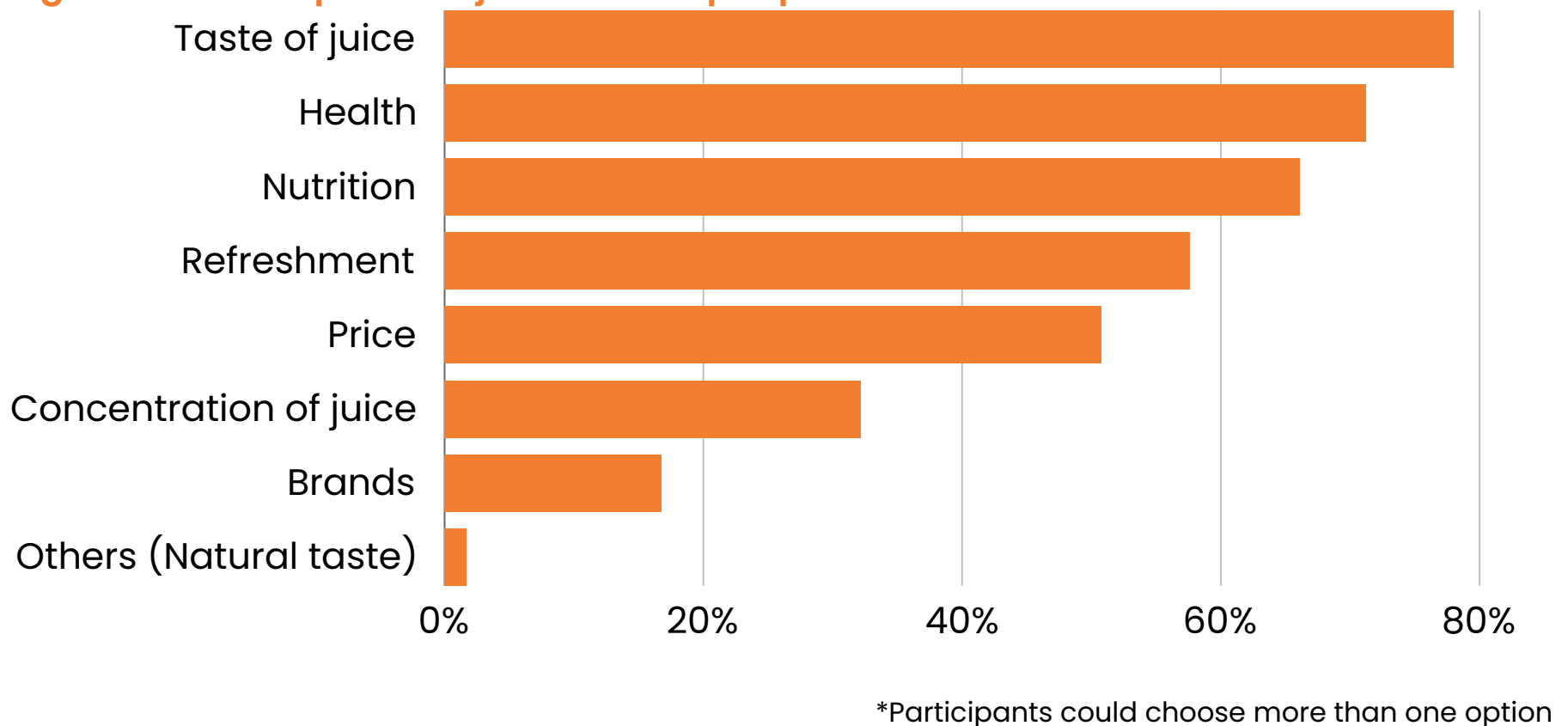
Figure 10: The packaging people prefer for juice beverage products



3.5 CONSIDERATIONS INFLUENCING PURCHASE

The taste of juice, along with health and nutrition benefits are characteristics that draw Vietnamese consumers to the juice category. Refreshment and price are also important considerations in the purchase decision. Branding didn't rank as highly as other considerations.

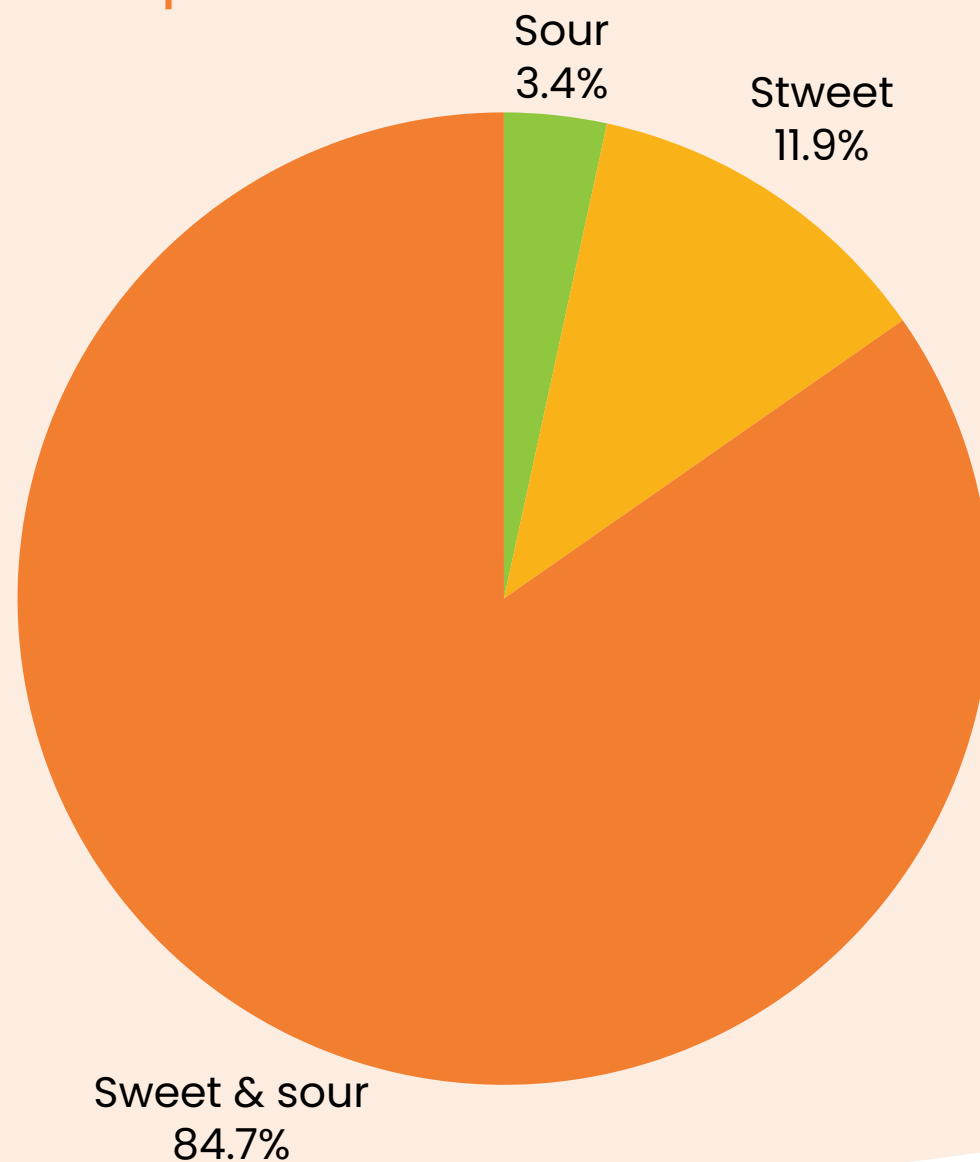
Figure 11: The aspects of juice drinks people care most about



3.6 PREFERRED TASTE PROFILE

Survey participants showed a distinct preference for a combined sweet and sour taste profile in their juices.

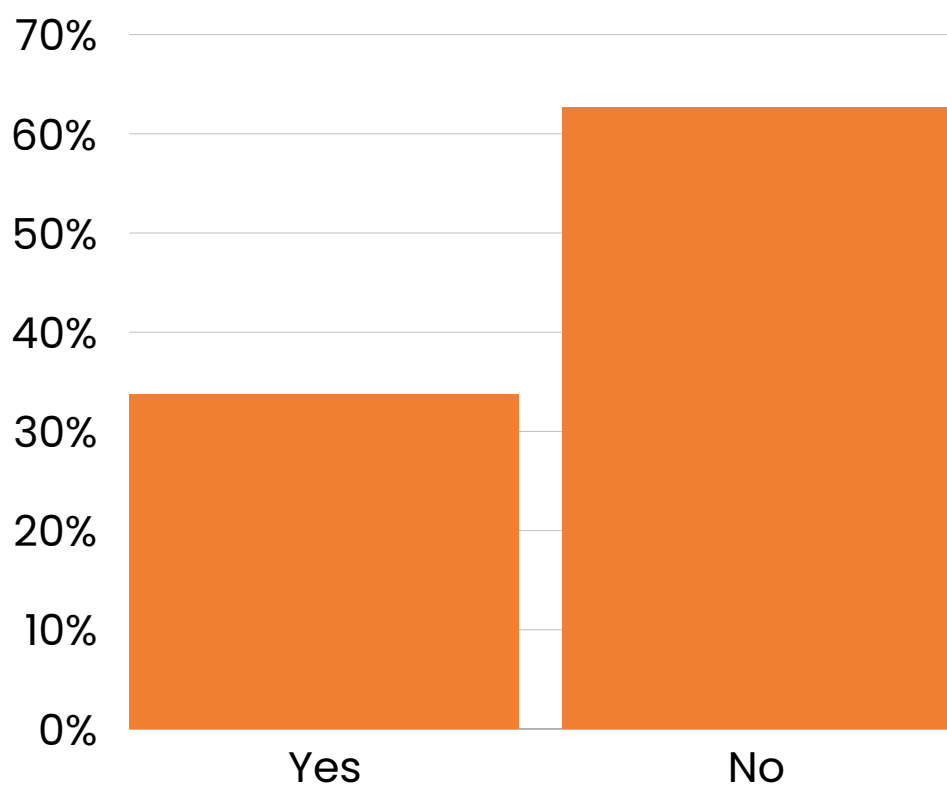
Figure 12: Preferred taste profile



3.7 PREFERRED TEXTURE

Pulp-free is the preferred texture of juice in Vietnam.

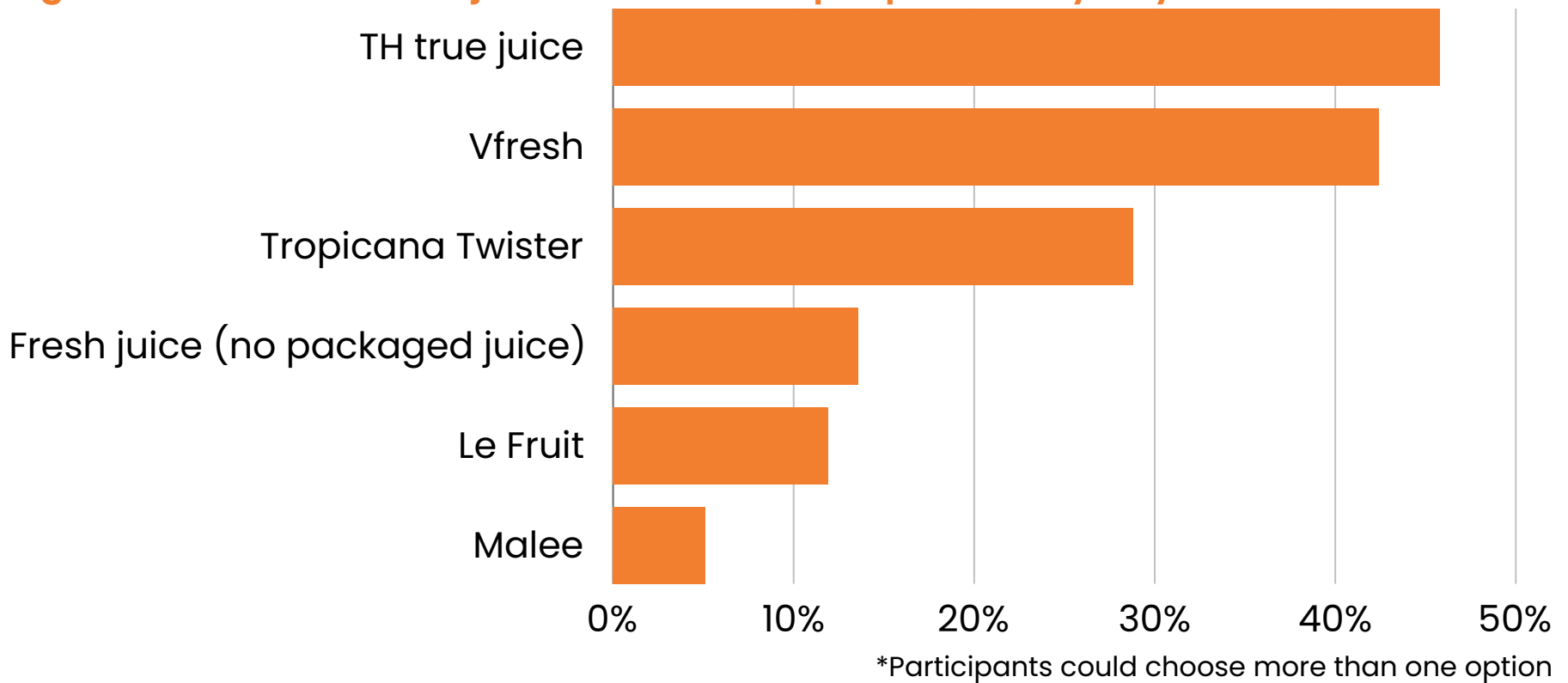
Figure 13: Percentage of people prefer juice with pulp



3.8 BRANDS

Survey participants said TH true Juice of TH Group and Vfresh of Vinamilk were the juice brands they purchased most regularly. Tropicana Twister of Suntory PepsiCo was also a popular choice. Interestingly, the survey showed 13.6% of participants don't drink packaged juice, they prefer fresh juice.

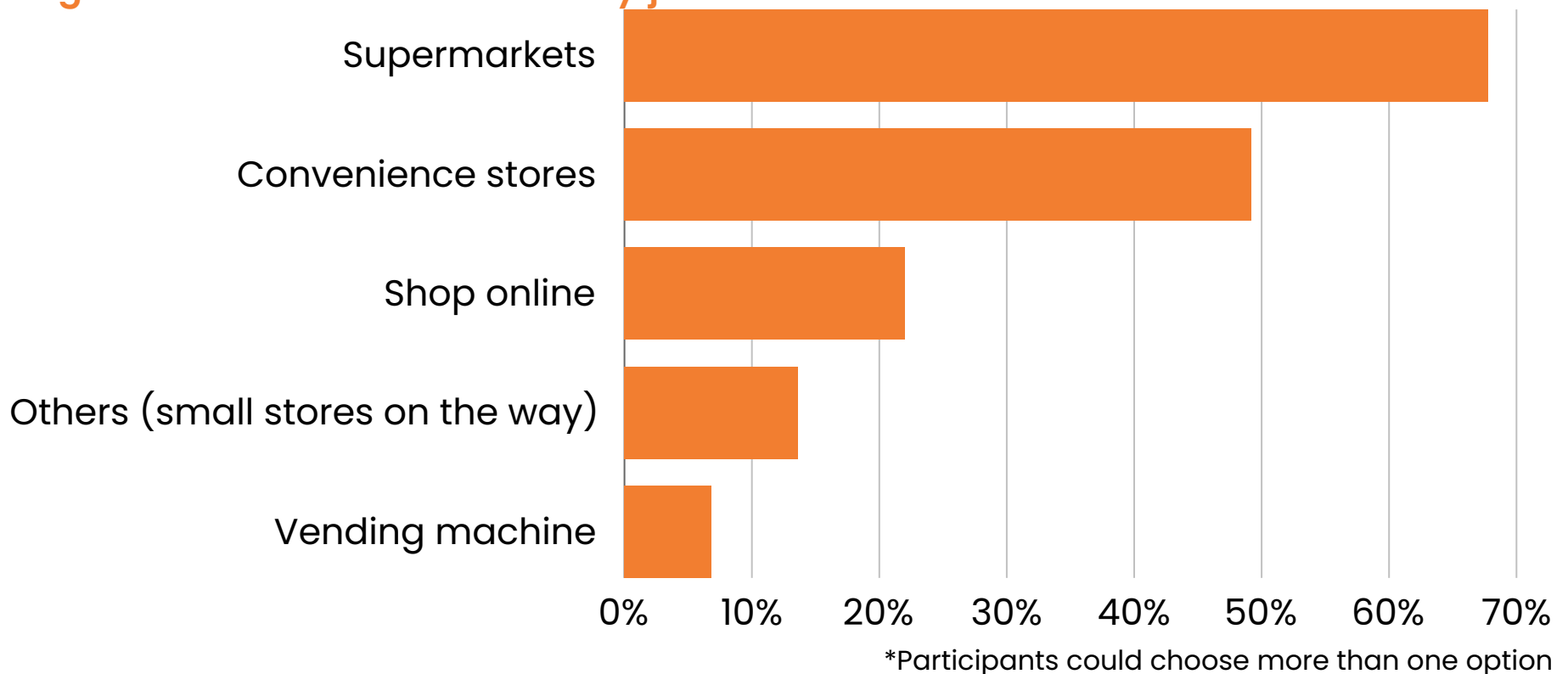
Figure 14: The brands of juice Vietnamese people usually buy



3.9 RETAIL AVENUES

Supermarkets and convenience stores are where Vietnamese consumers most commonly purchase juice, according to the survey results. Online shopping accounted for 22% of sales, a good choice for consumers with busy lifestyles.

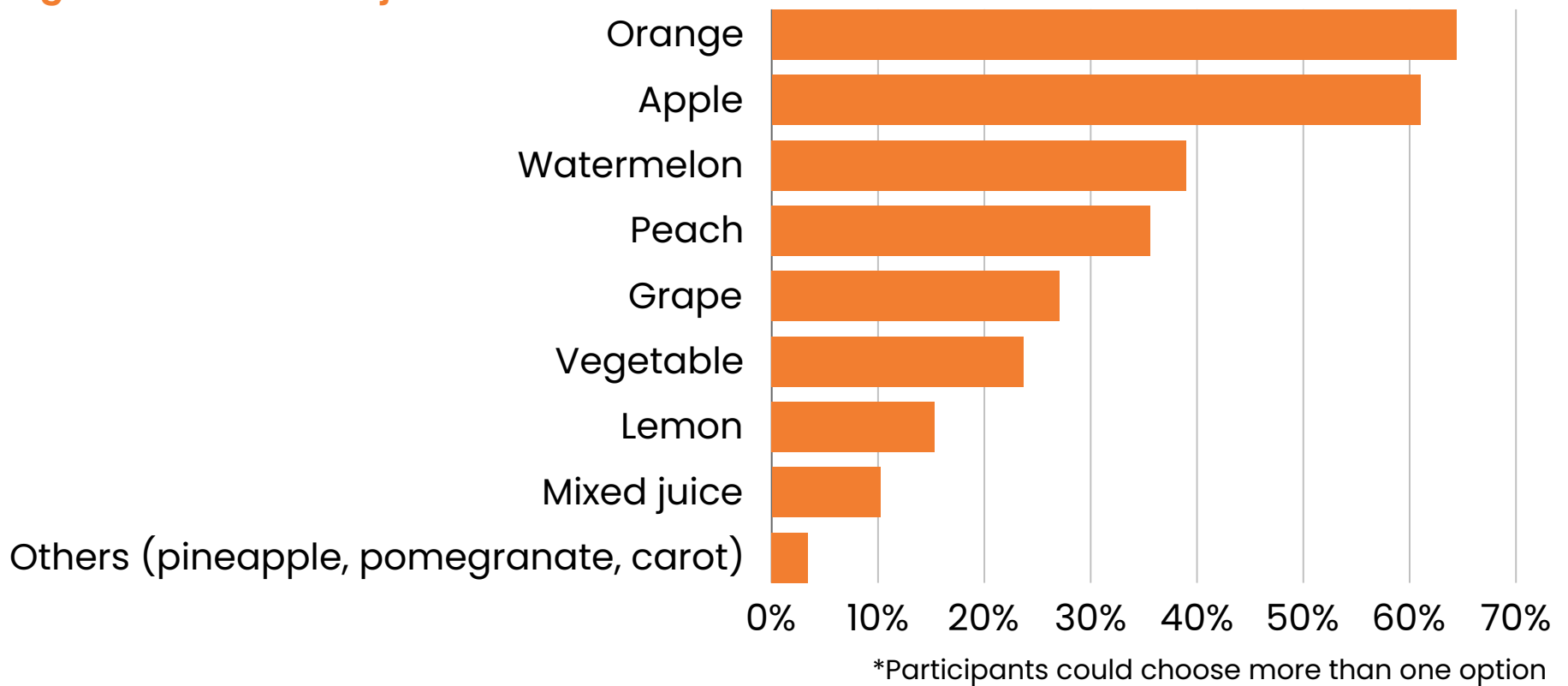
Figure 15: Where consumers buy juice



3.10 PREFERRED FLAVOUR

Orange and apple juice are by far the most popular juice flavours in Vietnam.

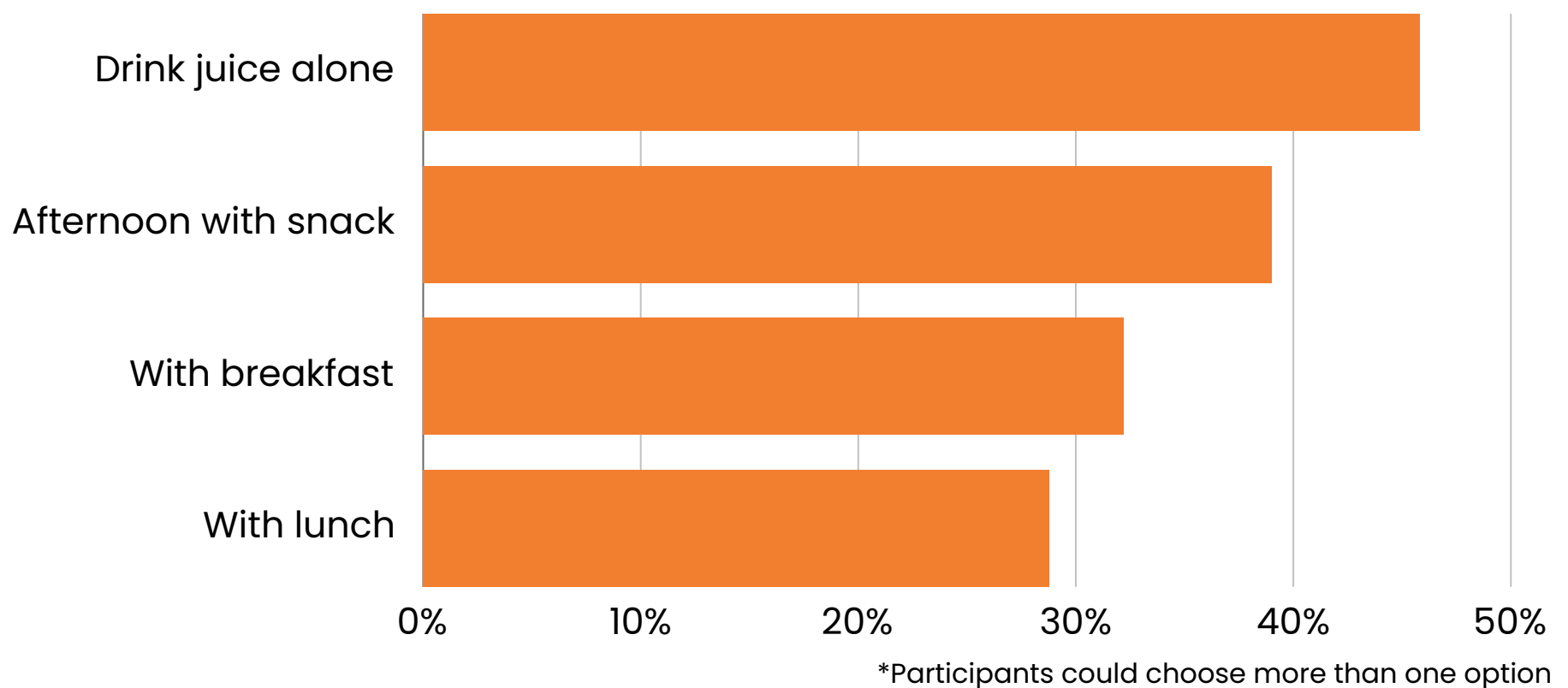
Figure 16: Preferred juice flavours



3.11 PREFERRED OCCASION

Almost half of survey participants indicated they preferred to drink juice on its own. Afternoon tea and breakfast are the two eating occasions where juice is most commonly consumed.

Figure 21: The time when people usually drink juice



ACKNOWLEDGEMENT

Citrus Australia would like to thank Asian Agribusiness Consulting and their in-market resources for their help in securing on the ground market intelligence and insights pertaining to the juice industry.

ENDS