

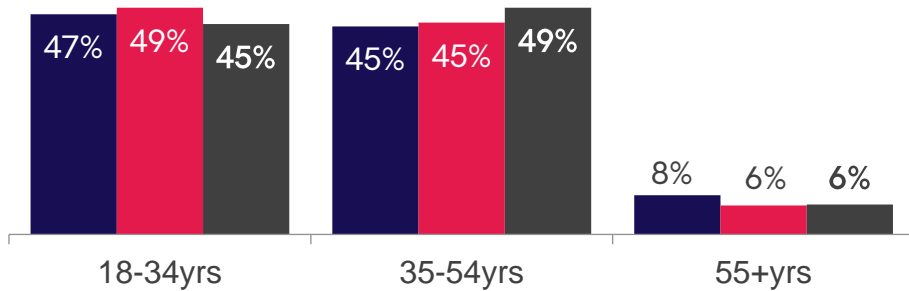
Understanding Beer Consumers in the Vietnam On Premise



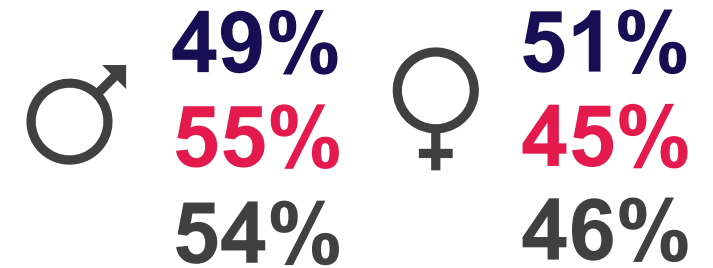
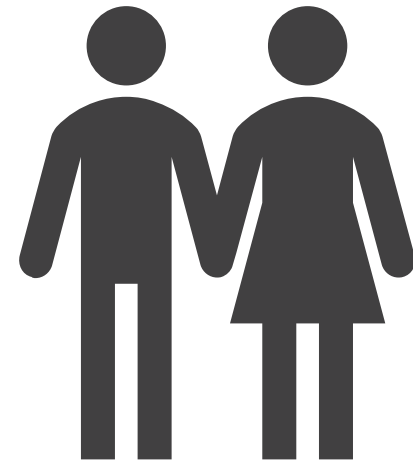
Premium Beer drinkers tend to be younger males with a higher income and spend than the average On Premise visitor

Average On Premise visitor in Vietnam | **Average Beer drinker** | Average Premium Beer drinker

Age groups



Gender



Location of residence



88% **90%** **94%**

Town / City Centre

12% **10%** **6%**

Rural/Suburban

Average household income

27,841,650 VND
30,212,079 VND
32,394,631 VND

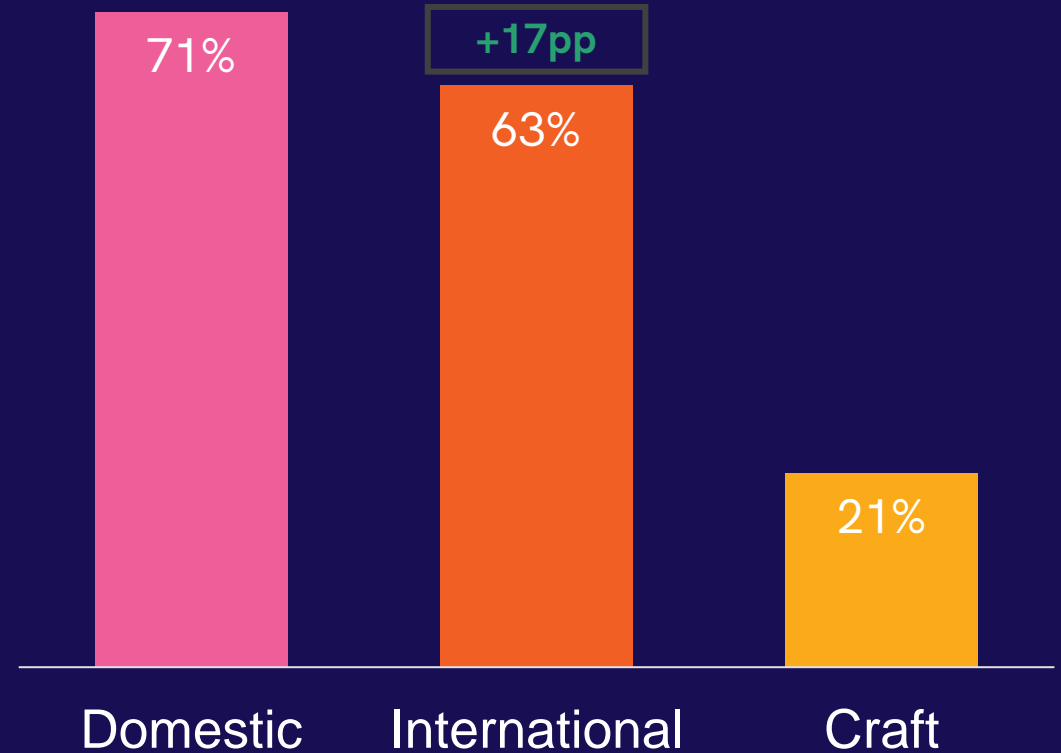
Average monthly spend eating/drinking out

2,556,173 VND
2,718,378 VND
3,162,817 VND

58%

Of consumers in Vietnam drink Beer in the On Premise

Premium Beer Drinkers vs Average Beer Drinker



Source: CGA OPUS December 2022 Vietnam, sample size: 2882 - 5003

88%

Of Beer Drinkers are Very/Quite likely to pay more for a better quality drink

+5pp vs Average On Premise visitor in Vietnam

96%

Of Premium Beer Drinkers are Very/Quite likely to pay more for a better quality drink

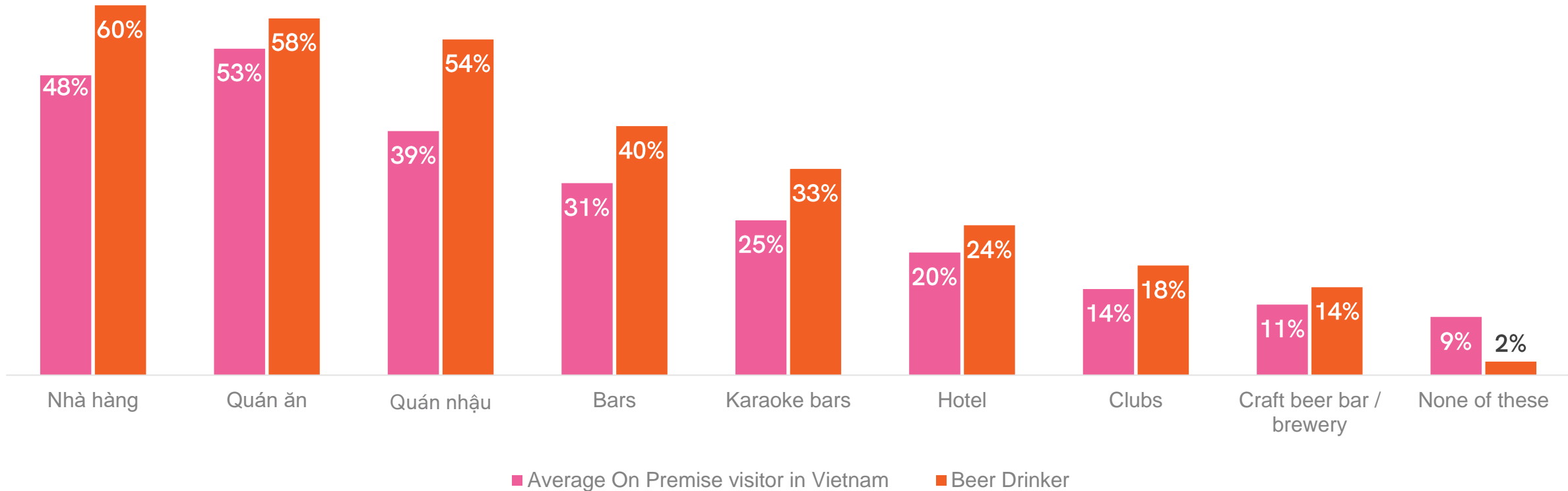
+13pp vs Average On Premise visitor in Vietnam

Source: CGA OPUS Vietnam December 2022, sample size: 822 - 5003



Most beer drinkers prefer formal venue types highlighting they're looking for a more premium experience, however there is room to improve premium offering in many locations due to their popularity

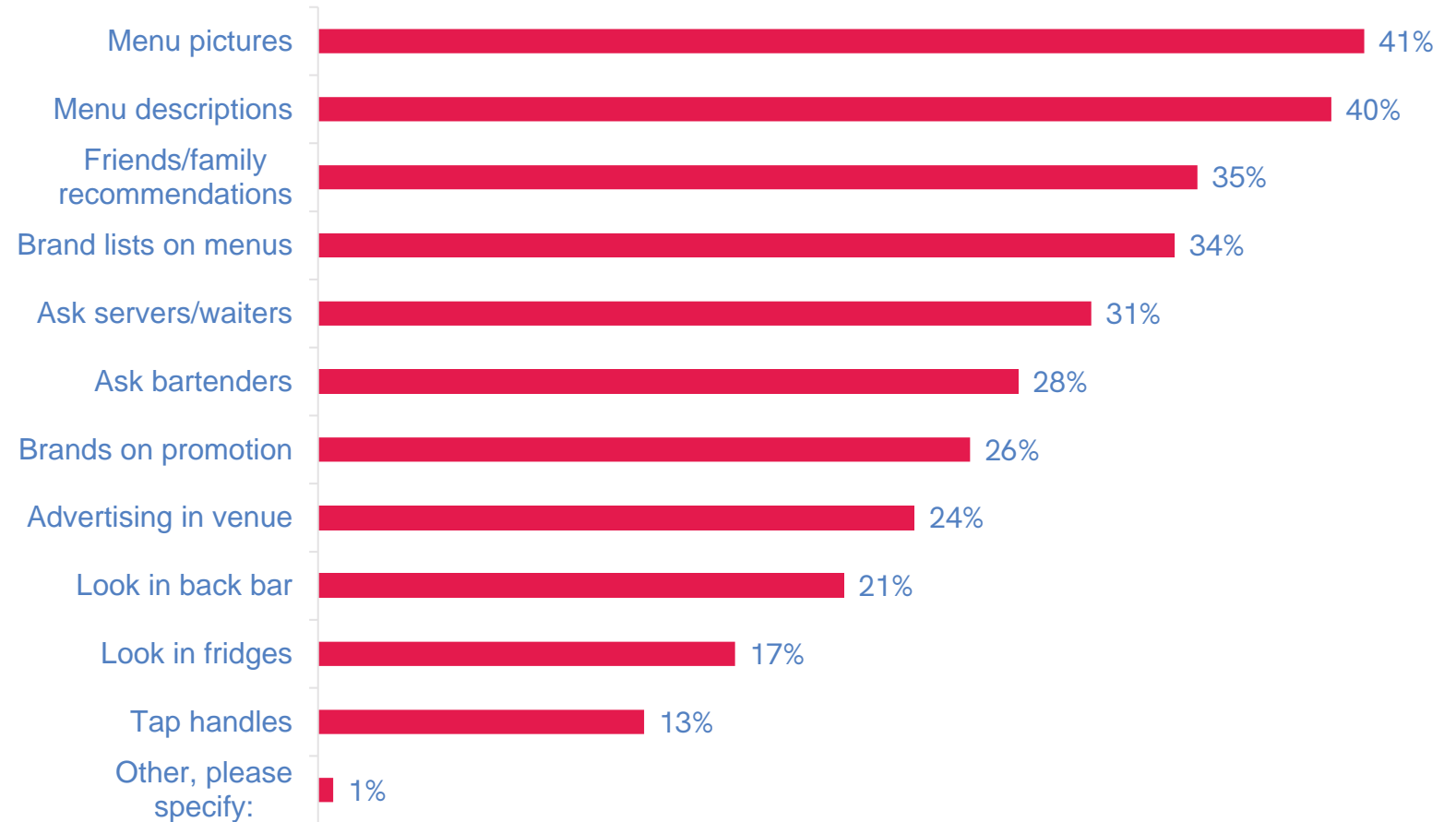
Which venues would you typically visit in a 3 month period





Beer drinkers tend to their drink based on menu pictures and descriptions, choose ensuring channels demonstrate this can prove influential

Reasons for Beer Drinkers Drink choice when out?



Source: CGA OPUS Vietnam December 2022, sample size: 579 - 1990

OPUS data indicates significant differences in the way key city consumers interact with the beer – imported beer is more popular than domestic in HCM vs HN, with recommendations from friends and authenticity more influential in HN vs special offers in HCM

58%
Of On Premise users in Vietnam drink Beer
+7pp in Ho Chi Minh
+2pp in Hanoi

Top beer types by city

Ho Chi Minh	Hanoi
1. Imported	1. Domestic
2. Domestic	2. Imported
3. Craft	3. Craft

Important factors when choosing imported beer



OPUS data can be split by the following cities to delve deeper into changes in habits, behaviour and preferences by location:

Ho Chi Minh - 2382
Hanoi - 1750
Da Nang - 847
Can Tho - 802
Nha Trang - 617
Haiphong - 403

And beer drinkers expect a high level of quality when choosing their drinks, with less concern for 'cheap' options

When choosing what to drink out at a venue, which, if any, of the following are important to you? Please select all that apply

Beer drinkers



Source: CGA OPUS Vietnam December 2022, sample size: 2882

Contact Us

To learn more or to speak to a member of the team,
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