WINE IN VIETNAM

Euromonitor International

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WINE IN VIETNAM

HEADLINES

- Wine sees a 6% total volume growth in 2011 to reach over 31 million litres
- Domestic players retain their dominant position in wine
- Still red wine displays the highest growth rate of 10% in total volume terms in 2011
- Unit price increases in 2011 due to inflation
- International wine brands become more widely available in the country
- Wine is expected to see a CAGR of 6% in total volume terms over the forecast period

TRENDS

- In the context of the review period, Vietnamese consumers were familiar with some wine products such as local non-grape wines that were widely available in the country. Sales of niche wine products such as sparkling wine or still light grape wine remained very small compared to local non-grape wine as they had not gained significant consumer awareness.
- In 2011, wine recorded total volume growth of 6%, which was on a par with the 2010 performance. The wine category is approaching maturity due to a lack of product innovation and low levels of marketing activity from key players. Therefore, growth in the wine industry remained stable.
- Still red wine was the fastest-growing category in wine in 2011. After local non-grape wine, still red wine was seen as being the most suitable type to accompany Vietnamese meals. In addition, still red wine also gained positive reviews, for example for health benefits such as antioxidant levels and as a digestive aid, compared to other wines.
- The unit price of wine increased in 2011. The devaluation of the dong against the US dollar made imported wines more expensive, forcing prices up. For local brands, manufacturers faced rising costs of input ingredients as well as transportation costs, due to high inflation, which also pushed prices up.
- Local non-grape wine remained in its leading position, accounting for 75% of the category's total volume sales. Local non-grape wine was usually made of a combination of local fruit, which was sweet, non-bitter and suitable for Vietnamese tastes. Local non-grape wine was also sold at affordable prices compared to other wine categories. Meanwhile, fortified wine, sparkling wine and still light grape wine remained niche areas as Vietnamese consumers were still not familiar with their tastes.
- The on-trade channel accounted for more than 70% of total volume sales of wine in 2011. Wine was consumed more through on-trade channels than off-trade as wine was still not a mass product. People usually ordered wine for parties, gatherings or formal celebrations. Furthermore, thanks to the growing income levels, consumers developed habits of eating out more frequently, which helped to boost overall growth in the on-trade. As Vietnamese consumers were still not adaptive to wine tastes, they rarely bought them through off-trade channels to consume at home.
- As wine as a whole was still a niche product for most Vietnamese, consumers had little knowledge about wine tasting and varietal type. They usually went for restaurants' recommendations, or the product price itself, rather than the grape/varietal type of wine.
- In the general, there were two classes of wine in the country – lower-priced and higher-priced wine. Lower-priced wine is usually sold at supermarkets and other informal retail outlets,

having lower quality and serving low- and middle-income consumers. On the other hand, higher-priced wine, being often marketed and sold in high-end restaurants or boutique shops, had premium quality and was targeted at more sophisticated and affluent groups of customers.

- New World wine, such as wine products from countries like the US, Chile, Australia and South Africa, entered Vietnam later than Old World wine from France and Italy. However, wine from these countries was also gaining a lot of popularity with brands like Jacob's Creek gaining notable sales share. Nevertheless, the countries that imported most wine into Vietnam included France, Italy, and Chile, followed by Argentina, Germany and Australia. New Zealand wine recently entered the market in 2008 and was gradually being accepted by customers. French wine, however, continued to be popular among Vietnamese consumers.
- The average price for one litre of wine in Vietnam was around VND140,000. Non-grape wine was the most affordable, at well below VND50,000 for a litre. This was due to the fact that this category was dominated by local players, which were not subject to high import tax. Champagne was the most expensive with the average price at over VND3 million per litre. This wine was thus often considered a more luxury product and not widely accessible to the average consumer.
- The majority of consumers of still light wine were affluent, knowledgeable middle-aged consumers, with the exception of sparkling wine. Sparkling wine became more and more popular among a younger base of consumers, for example, people in their 20s, as they liked the familiar sweet taste and refreshing feeling of sparkling wine.

PRODUCTION, IMPORTS AND EXPORTS

- Wine in Vietnam can be divided into essentially two streams, being industrially-produced wine from factories and home-made alcohol. According to the Vietnam Beer Alcohol Beverage Association, industrially-produced alcohol only accounted for 10% of the market, the rest was low-quality home-made alcohol. In addition, high-quality wine was mainly imported from foreign countries. The export market of wine manufacturers in Vietnam was very low, as Vietnam was not a well-known country for wine.
- All categories were dominated by imported wine. Wine from Old World countries, especially France, was usually associated with premium quality. This was due to an early presence since the time Vietnam was under the domination of French colonial. However, as the wine category gradually developed, New World wine from Australia and South American countries such as Chile and Argentina also arrived.
- Apparent consumption differs from Euromonitor International's market size data because of the huge difference in volume between home-made, industrial and imported alcohol.

COMPETITIVE LANDSCAPE

- Thang Long Liquor led sales of wine in 2011 with a total volume share of 21%. Thang Long Liquor had a long-established brand name and a wide distribution network. It also had an extensive product line, with brand presence in almost all categories of wine. The company was also active in marketing. For example, during the celebration of 1,000 years of Thang Long – Hanoi, it launched Thang Long Anniversary, which proved to be a very successful seasonal product of the company. Therefore, the company also experienced the biggest increase in total volume sales in 2011.
- LVMH Moët Hennessy Louis Vuitton led the champagne category with 80% of volume sales. Its most notable brand was Moët & Chandon Brut Imperial. The brand was imported and

distributed by local company Thien Minh Co Ltd, giving it an advantage when reaching out for a broader consumer base, unlike other imported brands. Local sparkling wine by Thang Long Liquor also showed a good performance in terms of sales growth, as these products were offered at significantly lower prices than champagne. Thanks to their increasing disposable household income as well as greater awareness of champagne, consumers are more willing to purchase and consume champagne in 2011.

- Imported wine was usually associated with better quality and being classier than local products. Nevertheless, imported wine had a considerably higher price than that of local wine. As Vietnamese consumers were quite price conscious, they had a tendency to choose lower-priced products. Hence, local wine accounted for a larger portion of volume sales than imported wine. Two dominant local brands Thang Long and Dalat accounted for more than 30% of total volume sales in 2011 thanks to their affordable prices.
- In general, in comparison with other categories like spirits and beer, wine was still a new category to the Vietnamese. Consumers usually made purchases based on word-of-mouth recommendations or went for well-known, familiar brand names, without knowing specifically what varietal type of wine they were buying. Thus, there was little advertising activity in the category. Companies mostly tried to expand their distribution network and to put up their billboards in certain regions. For example, billboards for Dalat wine in Dalat City helped to raise consumer awareness for the product.
- The main pack type for wine was glass bottles, as this pack type could protect the quality and flavours of the wine and is also often associated with premium quality and luxury by Vietnamese consumers. Glass was the dominant packaging format for wine. Wine in glass bottles was sold in both on- and off-trade channels in Vietnam. Some non-grape wine, however, can be found in ceramic or PET bottles.
- Local players like Thang Long Liquor and LamDong Foodstuffs are usually considered to be at the lower end of the quality spectrum. Nevertheless, in 2011, both of them started to market and turn their wine brands Thang Long and Dalat, respectively, into premium brands by employing premium marketing channels to promote their products at the same time as promoting their competitive advantage in price terms.
- In 2011, the presence of wine private label continued to be negligible due to the low consumer awareness of wine products compared to other alcoholic drinks.

PROSPECTS

- Wine is expected to display good growth rates over the forecast period. As living standards improve, people will be more willing to spend more on dining out and familiarising themselves with wine culture. There is also a rising number of young consumers living in big cities like Hanoi and Ho Chi Minh who are gradually being more and more affected by Western culture. Consumers also considered wine to be a more modern and classy choice for social gatherings than beer.
- Still red wine is expected to be the fastest-growing category over the forecast period. Red wine has huge potential in the Vietnamese market because it is more suited to accompanying Vietnamese cuisine than other kinds of wine. Furthermore, the media ran lots of articles speaking of the health benefits of red wine, such as digestive benefits or containing antioxidants. Therefore, red wine will see increasing consumption during the forecast period.
- Counterfeit/contraband wine products pose a great threat to wine growth. Although it is an old issue, the government is still having a tough time dealing with the situation. Counterfeit/contraband wine still exists in the country, contributing to the large percentage of total volume of wine sold in the country.

- Unit price in constant value terms is expected to increase gradually over the forecast period due to the participation of more and more imported brands in the market. As demand rises and the market sees more potential, more brands are expected to enter Vietnam. Despite this trend, volume sales are not expected to be strongly affected, as a big chunk of the target market of wine is the middle-to-high-income urban consumers, who can afford a slight rise in price.
- Due to the greater participation of international players over the forecast period, local players are likely to increase their advertisements to create a premium image for their brands and products to strengthen their position in the market. Furthermore, both international and local players will cooperate with public media such as television, magazines or newspapers to educate consumers about the benefits of wine to enhance overall consumer awareness of wine products.
- Over the forecast period, the on-trade will continue to see more sales than the off-trade due to the increasingly busy lifestyles of consumers and the rising trend of eating out in the country. During the early years of the forecast period, this will still be limited to high-end restaurants and hotels, while, in the more distant future, it will slowly expand into the mass market.

CATEGORY DATA

Table 1 Sales of Wine by Category: Total Volume 2006-2011

'000 litres

	2006	2007	2008	2009	2010	2011
Fortified Wine and Vermouth	23.2	23.9	24.6	25.3	26.1	26.8
Non-Grape Wine	18,092.2	19,115.0	20,232.5	21,314.3	22,366.9	23,426.9
- Local Non-Grape Wine	18,092.2	19,115.0	20,232.5	21,314.3	22,366.9	23,426.9
Sparkling Wine	1,260.1	1,327.4	1,395.6	1,458.4	1,531.3	1,620.9
- Champagne	7.4	7.6	8.0	8.3	8.7	9.1
- Other Sparkling Wine	1,252.7	1,319.8	1,387.7	1,450.1	1,522.6	1,611.8
Still Light Grape Wine	3,974.0	4,309.0	4,740.5	5,159.1	5,641.4	6,194.3
- Still Red Wine	3,230.5	3,512.1	3,878.6	4,239.6	4,655.8	5,132.9
- Still Rosé Wine	21.5	22.2	22.9	23.5	24.2	25.0
- Still White Wine	722.0	774.7	839.0	896.0	961.4	1,036.4
Wine	23,349.5	24,775.3	26,393.3	27,957.1	29,565.7	31,268.8

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Wine by Category: Total Value 2006-2011

VND billion

	2006	2007	2008	2009	2010	2011
Fortified Wine and Vermouth	6.4	6.8	7.2	7.6	8.1	9.3
Non-Grape Wine	784.0	851.4	919.5	1,002.3	1,087.5	1,273.5
- Local Non-Grape Wine	784.0	851.4	919.5	1,002.3	1,087.5	1,273.5
Sparkling Wine	267.5	291.5	319.2	352.4	390.8	464.4
- Champagne	18.2	19.7	21.6	23.8	26.3	30.8
- Other Sparkling Wine	249.4	271.8	297.6	328.6	364.5	433.6
Still Light Grape Wine	1,452.3	1,617.1	1,824.3	2,067.8	2,354.5	2,742.2
- Still Red Wine	1,215.6	1,362.2	1,546.0	1,762.5	2,018.3	2,355.0

- Still Rosé Wine	4.7	5.0	5.2	5.5	5.9	6.5
- Still White Wine	232.0	249.9	273.1	299.8	330.4	380.7
Wine	2,510.2	2,766.8	3,070.3	3,430.1	3,840.9	4,489.4

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Sales of Wine by Category: % Total Volume Growth 2006-2011

% total volume growth

	2010/11	2006-11 CAGR	2006/11 Total
Fortified Wine and Vermouth	2.7	2.9	15.1
Non-Grape Wine	4.7	5.3	29.5
- Local Non-Grape Wine	4.7	5.3	29.5
Sparkling Wine	5.8	5.2	28.6
- Champagne	5.2	4.4	24.2
- Other Sparkling Wine	5.9	5.2	28.7
Still Light Grape Wine	9.8	9.3	55.9
- Still Red Wine	10.2	9.7	58.9
- Still Rosé Wine	3.1	3.1	16.2
- Still White Wine	7.8	7.5	43.5
Wine	5.8	6.0	33.9

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Sales of Wine by Category: % Total Value Growth 2006-2011

% local currency, current value growth

	2010/11	2006-11 CAGR	2006/11 Total
Fortified Wine and Vermouth	14.5	7.7	44.7
Non-Grape Wine	17.1	10.2	62.4
- Local Non-Grape Wine	17.1	10.2	62.4
Sparkling Wine	18.8	11.7	73.6
- Champagne	17.2	11.2	69.7
- Other Sparkling Wine	19.0	11.7	73.9
Still Light Grape Wine	16.5	13.6	88.8
- Still Red Wine	16.7	14.1	93.7
- Still Rosé Wine	11.6	7.0	40.0
- Still White Wine	15.2	10.4	64.1
Wine	16.9	12.3	78.8

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Sales of Wine by On-trade vs Off-trade Split: Volume 2006-2011

million litres

	2006	2007	2008	2009	2010	2011
Off-trade	7.1	7.5	8.0	8.4	8.8	9.3
On-trade	16.3	17.3	18.4	19.6	20.7	22.0
Total	23.3	24.8	26.4	28.0	29.6	31.3

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 Sales of Wine by On-trade vs Off-trade Split: Value 2006-2011

VND billion

	2006	2007	2008	2009	2010	2011
Off-trade	469.9	512.8	561.5	618.6	682.5	790.5
On-trade	2,040.3	2,254.0	2,508.8	2,811.5	3,158.4	3,698.9
Total	2,510.2	2,766.8	3,070.3	3,430.1	3,840.9	4,489.4

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Sales of Wine by On-trade vs Off-trade Split: % Volume Growth 2006-2011

% volume growth

	2010/11	2006-11 CAGR	2006/11 TOTAL
Off-trade	5.3	5.7	31.7
On-trade	6.0	6.2	34.9
Total	5.8	6.0	33.9

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 Sales of Wine by On-trade vs Off-trade Split: % Value Growth 2006-2011

% current value growth

	2010/11	2006-11 CAGR	2006/11 TOTAL
Off-trade	15.8	11.0	68.2
On-trade	17.1	12.6	81.3
Total	16.9	12.3	78.8

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 Volume Sales of Still Red Wine by Price Segment 2006-2011

% off-trade

	2006	2007	2008	2009	2010	2011
Under VND50000	7.5	6.0	5.5	4.5	3.0	2.0
VND51000 to VND100000	23.5	23.5	23.5	23.0	23.0	22.5
VND110000 to VND200000	23.5	23.5	23.0	23.0	23.0	23.0
VND210000 to VND300000	18.5	20.0	20.0	20.0	20.0	20.5
VND310000 to VND400000	14.0	14.0	14.5	15.0	16.0	16.5
VND400000 and above	13.0	13.0	13.5	14.5	15.0	15.5
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 Volume Sales of Still White Wine by Price Segment 2006-2011

% off-trade

	2006	2007	2008	2009	2010	2011

Under VND50000	9.0	9.5	8.5	6.5	5.0	3.5
VND51000 to VND100000	21.0	20.0	19.0	19.0	19.0	18.5
VND110000 to VND200000	28.0	28.0	28.0	28.0	28.0	28.5
VND210000 to VND300000	19.5	20.0	20.0	20.0	20.0	20.5
VND310000 to VND400000	13.0	13.5	14.0	15.0	16.0	16.5
VND400000 and above	9.5	9.0	10.5	11.5	12.0	12.5
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 11 Volume Sales of Still Rosé Wine by Price Segment 2006-2011

% off-trade

	2006	2007	2008	2009	2010	2011
Under VND100000	12.0	9.5	9.5	8.0	6.5	5.0
VND110000 to VND140000	19.0	16.5	14.5	13.0	11.0	9.5
VND141000 to VND180000	20.5	20.0	19.0	19.0	19.0	19.5
VND181000 to VND220000	24.0	26.0	26.0	26.0	27.0	28.0
VND221000 to VND260000	16.0	18.5	19.5	21.0	22.5	23.0
VND261000 and above	8.5	9.5	11.5	13.0	14.0	15.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 12 Volume Sales of Other Sparkling Wine by Price Segment 2006-2011

% off-trade

	2006	2007	2008	2009	2010	2011
Under VND50000	19.5	18.0	18.0	18.0	18.0	17.5
VND50000 to VND100000	20.0	20.0	20.0	19.5	19.5	19.5
VND110000 to VND150000	21.0	20.5	20.0	19.5	18.0	17.5
VND151000 to VND200000	23.0	24.5	24.5	25.0	26.0	26.5
VND210000 to VND250000	9.5	9.5	9.5	9.5	9.5	10.0
VND251000 and above	7.0	7.5	8.0	8.5	9.0	9.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Sales of Still Red Wine by Grape/Varietal Type 2006-2011

% total volume

	2006	2007	2008	2009	2010	2011
Cabernet Sauvignon	27.0	28.0	28.0	28.0	28.0	28.0
Merlot	24.0	24.0	24.0	24.0	24.5	24.5
Shiraz/Syrah	16.0	16.0	16.0	16.5	16.5	16.0
Others	33.0	32.0	32.0	31.5	31.0	31.5
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Sales of Still White Wine by Grape/Varietal Type 2006-2011

% total volume

	2006	2007	2008	2009	2010	2011
Chardonnay	51.0	51.5	51.5	52.0	52.0	52.5
Sauvignon Blanc	11.0	12.0	12.0	12.5	13.0	13.5
Others	38.0	36.5	36.5	35.5	35.0	34.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 15 Sales of Still Rosé Wine by Grape/Varietal Type 2006-2011

% total volume

	2006	2007	2008	2009	2010	2011
Cabernet Sauvignon	31.0	32.0	32.0	32.5	33.0	33.5
Garnacha/Grenache	17.0	17.0	17.0	17.5	17.5	17.5
Merlot	26.0	26.0	26.5	26.5	26.5	27.0
Others	26.0	25.0	24.5	23.5	23.0	22.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16 Sales of Still Red Wine by Quality Classification 2006-2011

% total volume

	2006	2007	2008	2009	2010	2011
New World	32.0	33.0	33.0	34.0	34.5	35.0
Old World	68.0	67.0	67.0	66.0	65.5	65.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 17 Sales of Still White Wine by Quality Classification 2006-2011

% total volume

	2006	2007	2008	2009	2010	2011
New World	39.0	40.0	40.5	41.0	41.5	42.0
Old World	61.0	60.0	59.5	59.0	58.5	58.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 18 Sales of Still Rosé Wine by Quality Classification 2006-2011

% total volume

	2006	2007	2008	2009	2010	2011

New World	36.0	37.0	37.0	37.5	38.0	38.5
Old World	64.0	63.0	63.0	62.5	62.0	61.5
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 19 Company Shares of Still Light Grape Wine by National Brand Owner 2007-2011

% total volume

Company	2007	2008	2009	2010	2011
Thang Long Liquor JSC	12.5	13.9	14.5	15.0	15.5
Pernod Ricard Groupe	11.2	10.8	10.5	10.3	10.0
Grands Chais de France SA, Les	6.8	7.6	7.9	8.1	8.2
Constellation Brands Inc	7.7	7.6	7.6	7.5	7.4
LamDong Foodstuffs JSC (Ladofoods)	7.2	7.6	7.4	7.0	6.8
Southcorp Holdings Ltd	4.8	4.6	4.7	4.6	4.5
Baron Philippe de Rothschild SA	3.3	3.2	3.1	3.0	2.9
Foster's Vietnam Co	3.0	3.0	2.9	2.8	2.8
Others	43.5	41.8	41.5	41.7	41.8
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 20 Company Shares of Still Light Grape Wine by Global Brand Owner 2007-2011

% total volume

Company	2007	2008	2009	2010	2011
Thang Long Liquor JSC	12.5	13.9	14.5	15.0	15.5
Pernod Ricard Groupe	11.2	10.8	10.5	10.3	10.0
Grands Chais de France SA, Les	6.8	7.6	7.9	8.1	8.2
Constellation Brands Inc	7.7	7.6	7.6	7.5	7.4
Treasury Wine Estates Ltd	-	-	-	-	7.3
LamDong Foodstuffs JSC (Ladofoods)	7.2	7.6	7.4	7.0	6.8
Baron Philippe de Rothschild SA	3.3	3.2	3.1	3.0	2.9
Foster's Group Ltd	7.8	7.6	7.6	7.4	-
Southcorp Holdings Ltd	-	-	-	-	-
Others	43.5	41.8	41.5	41.7	41.8
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 21 Brand Shares of Still Light Grape Wine 2008-2011

% total volume

Brand (Global Brand Owner)	Company	2008	2009	2010	2011

Thang Long	Thang Long Liquor JSC	13.9	14.5	15.0	15.5
JP Chenet	Grands Chais de France SA, Les	7.6	7.9	8.1	8.2
Jacob's Creek	Pernod Ricard Groupe	8.4	8.3	8.3	8.1
Hardys	Constellation Brands Inc	7.6	7.6	7.5	7.4
Dalat	LamDong Foodstuffs JSC (Ladofoods)	7.6	7.4	7.0	6.8
Penfolds (Treasury Wine Estates Ltd)	Southcorp Holdings Ltd	-	-	-	4.5
Baron Philippe de Rothschild	Baron Philippe de Rothschild SA	3.2	3.1	3.0	2.9
Wolf Blass (Treasury Wine Estates Ltd)	Foster's Vietnam Co	-	-	-	2.8
Wyndham Estate	Pernod Ricard Groupe	2.3	2.1	2.0	2.0
Penfolds	Southcorp Holdings Ltd	-	-	-	-
Wolf Blass (Foster's Group Ltd)	Foster's Vietnam Co	3.0	2.9	2.8	-
Penfolds (Foster's Group Ltd)	Southcorp Holdings Ltd	4.6	4.7	4.6	-
Others	Others	41.8	41.5	41.7	41.8
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 22 Company Shares of Champagne by National Brand Owner 2007-2011

% total volume

Company	2007	2008	2009	2010	2011
LVMH Moët Hennessy Louis Vuitton SA	75.0	76.6	78.4	78.9	79.5
Rémy Cointreau Group	3.3	3.8	3.6	3.4	3.3
DeVenoge	-	-	-	-	-
Others	21.7	19.6	18.0	17.7	17.2
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 23 Company Shares of Champagne by Global Brand Owner 2007-2011

% total volume

Company	2007	2008	2009	2010	2011
LVMH Moët Hennessy Louis Vuitton SA	75.0	76.6	78.4	78.9	79.5
Européenne de Participations Industrielles (EPI) SAS	-	-	-	-	3.3
Rémy Cointreau Group	3.3	3.8	3.6	3.4	-
Boizel Chanoine Champagne SA	-	-	-	-	-
Others	21.7	19.6	18.0	17.7	17.2
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 24 Brand Shares of Champagne 2008-2011

% total volume

Brand (Global Brand Owner)	Company	2008	2009	2010	2011
Moët & Chandon Brut Imperial	LVMH Moët Hennessy Louis Vuitton SA	46.5	47.0	47.5	48.0
Cuvée Dom Pérignon	LVMH Moët Hennessy Louis Vuitton SA	30.1	31.3	31.4	31.5
Piper Heidsieck (Européenne de Participations Industrielles (EPI) SAS)	Rémy Cointreau Group	-	-	-	3.3
Venoge (Boizel Chanoine Champagne SA)	DeVenoge	-	-	-	-
Piper Heidsieck	Rémy Cointreau Group	3.8	3.6	3.4	-
Others	Others	19.6	18.0	17.7	17.2
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 25 Company Shares of Other Sparkling Wine by National Brand Owner 2007-2011

% total volume

Company	2007	2008	2009	2010	2011
Thang Long Liquor JSC	13.6	15.9	17.2	18.0	18.5
LamDong Foodstuffs JSC (Ladofoods)	7.6	8.6	9.0	8.7	8.5
Others	78.8	75.5	73.8	73.3	73.0
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 26 Company Shares of Other Sparkling Wine by Global Brand Owner 2007-2011

% total volume

Company	2007	2008	2009	2010	2011
Thang Long Liquor JSC	13.6	15.9	17.2	18.0	18.5
LamDong Foodstuffs JSC (Ladofoods)	7.6	8.6	9.0	8.7	8.5
Others	78.8	75.5	73.8	73.3	73.0
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 27 Brand Shares of Other Sparkling Wine 2008-2011

% total volume

Brand (Global Brand Owner)	Company	2008	2009	2010	2011
Thang Long	Thang Long Liquor JSC	15.9	17.2	18.0	18.5
Dalat	LamDong Foodstuffs JSC (Ladofoods)	8.6	9.0	8.7	8.5
Others	Others	75.5	73.8	73.3	73.0
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 28 Company Shares of Non-grape Wine by National Brand Owner 2007-2011

% total volume

Company	2007	2008	2009	2010	2011
Thang Long Liquor JSC	15.1	17.5	18.9	20.0	22.0
LamDong Foodstuffs JSC (Ladofoods)	8.7	9.4	9.4	10.0	11.0
Others	76.2	73.1	71.8	70.0	67.0
Total	100.0	100.0	100.0	100.0	100.0

Source: Trade associations, Trade press, Company research, Trade interviews, Euromonitor estimates

Table 29 Company Shares of Non-grape Wine by Global Brand Owner 2007-2011

% total volume

Company	2007	2008	2009	2010	2011
Thang Long Liquor JSC	15.1	17.5	18.9	20.0	22.0
LamDong Foodstuffs JSC (Ladofoods)	8.7	9.4	9.4	10.0	11.0
Others	76.2	73.1	71.8	70.0	67.0
Total	100.0	100.0	100.0	100.0	100.0

Source: Trade associations, Trade press, Company research, Trade interviews, Euromonitor estimates

Table 30 Brand Shares of Non-grape Wine 2008-2011

% total volume

Brand (Global Brand Owner)	Company	2008	2009	2010	2011
Thang Long	Thang Long Liquor JSC	17.5	18.9	20.0	22.0
Dalat	LamDong Foodstuffs JSC (Ladofoods)	9.4	9.4	10.0	11.0
Others	Others	73.1	71.8	70.0	67.0
Total	Total	100.0	100.0	100.0	100.0

Source: Trade associations, Trade press, Company research, Trade interviews, Euromonitor estimates

Table 31 Forecast Sales of Wine by Category: Total Volume 2011-2016

'000 litres

	2011	2012	2013	2014	2015	2016
Fortified Wine and Vermouth	26.8	27.5	28.1	28.8	29.4	30.0
Non-Grape Wine	23,426.9	24,466.8	25,496.5	26,510.9	27,504.6	28,472.4
- Local Non-Grape Wine	23,426.9	24,466.8	25,496.5	26,510.9	27,504.6	28,472.4
Sparkling Wine	1,620.9	1,723.8	1,841.9	1,977.3	2,142.5	2,342.9
- Champagne	9.1	9.7	10.3	10.9	11.8	12.8
- Other Sparkling Wine	1,611.8	1,714.2	1,831.7	1,966.4	2,130.7	2,330.0
Still Light Grape Wine	6,194.3	6,830.9	7,568.6	8,425.5	9,423.2	10,588.3
- Still Red Wine	5,132.9	5,682.6	6,320.4	7,062.4	7,928.0	8,940.4
- Still Rosé Wine	25.0	25.8	26.8	28.0	29.3	30.7
- Still White Wine	1,036.4	1,122.5	1,221.3	1,335.0	1,466.0	1,617.1
Wine	31,268.8	33,048.9	34,935.2	36,942.5	39,099.7	41,433.5

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 32 Forecast Sales of Wine by Category: Total Value 2011-2016

VND billion

	2011	2012	2013	2014	2015	2016
Fortified Wine and Vermouth	9.3	9.5	9.8	10.0	10.3	10.5
Non-Grape Wine	1,273.5	1,336.1	1,397.5	1,457.3	1,515.3	1,571.1
- Local Non-Grape Wine	1,273.5	1,336.1	1,397.5	1,457.3	1,515.3	1,571.1
Sparkling Wine	464.4	498.6	537.8	582.8	637.1	702.9
- Champagne	30.8	32.9	35.2	37.9	41.1	44.8
- Other Sparkling Wine	433.6	465.7	502.6	544.8	596.1	658.1
Still Light Grape Wine	2,742.2	2,929.3	3,197.6	3,545.4	3,949.0	4,418.7
- Still Red Wine	2,355.0	2,514.3	2,747.3	3,054.4	3,411.3	3,827.1
- Still Rosé Wine	6.5	6.7	7.0	7.3	7.6	8.0
- Still White Wine	380.7	408.3	443.3	483.7	530.1	583.6
Wine	4,489.4	4,773.5	5,142.8	5,595.5	6,111.7	6,703.2

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 33 Forecast Sales of Wine by Category: % Total Volume Growth 2011-2016

% total volume growth

	2015/16	2011-16 CAGR	2011/16 Total
Fortified Wine and Vermouth	1.9	2.3	12.0
Non-Grape Wine	3.5	4.0	21.5
- Local Non-Grape Wine	3.5	4.0	21.5
Sparkling Wine	9.4	7.6	44.5
- Champagne	8.7	7.0	40.3
- Other Sparkling Wine	9.4	7.6	44.6
Still Light Grape Wine	12.4	11.3	70.9
- Still Red Wine	12.8	11.7	74.2
- Still Rosé Wine	4.9	4.2	23.1
- Still White Wine	10.3	9.3	56.0
Wine	6.0	5.8	32.5

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 34 Forecast Sales of Wine by Category: % Total Value Growth 2011-2016

% local currency, constant value growth

	2011-16 CAGR	2011/16 TOTAL
Fortified Wine and Vermouth	2.5	13.2
Non-Grape Wine	4.3	23.4
- Local Non-Grape Wine	4.3	23.4
Sparkling Wine	8.6	51.3
- Champagne	7.8	45.4
- Other Sparkling Wine	8.7	51.8
Still Light Grape Wine	10.0	61.1
- Still Red Wine	10.2	62.5
- Still Rosé Wine	4.1	22.4
- Still White Wine	8.9	53.3
Wine	8.3	49.3

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources