Passport

SPIRITS IN VIETNAM

Euromonitor International

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SPIRITS IN VIETNAM

HEADLINES

- Spirits shows volume growth of 7% in 2011 to reach 31.9 million litres
- Spirits products gain more popularity in the country
- Vodka displays the strongest growth rate of 12% in terms of total volume sales
- Unit price increases due to inflation and the exchange rate
- Vodka Hanoi continues to clearly lead spirits, with its NBO Hanoi Liquor the dominant player
- Spirits is expected to see a CAGR of 3% in total volume terms over the forecast period

TRENDS

- Traditionally, spirits were purchased as gifts on special occasions such as Lunar New Year or Christmas holidays. Over the review period, Vietnamese consumers became more familiar with spirits as they were looking for more sophisticated alcoholic drinks products, in line with their increasing disposable household income and improvements in living standards. More and more consumers were willing to consume spirits as they considered spirits to be a trendy drink.
- Spirits recorded volume growth of 7% in 2011, which was slower than the 2010 performance. The slower growth was due to the fact that spirits growth is becoming more stable after the strong advances in the previous years. Nevertheless, the volume growth of spirits remained strong thanks to the expansion of on-trade establishments such as bars and restaurants.
- Vodka remained the leading category in spirits, accounting for the majority of volume sales and also displaying the fastest growth rate over the review period. Vodka was a traditional spirit of Vietnam and could easily be found in both rural to urban areas. Most vodka products were home-made. Only about 10% of domestic vodka was branded products, in which Vodka Hanoi held the leading share.
- The unit price of spirits increased in 2011. Imported products were greatly affected by the devaluation of the dong versus the US dollar, which pushed up the price. Domestic brands, although not so affected by the exchange rate, also saw price increases due to the high inflation, which led to an increase in the prices of raw materials and fuel.
- Whiskies and cognac continued to gain in popularity. Sales in these two categories increased strongly, as people raised their consumption in on-trade establishments like bars/pubs. These categories were dominated by premium imported brands, such as Johnnie Walker whisky and Hennessy cognac.
- In general, spirits were consumed in on-trade establishments more than they were purchased through the off-trade channel. On-trade sales accounted for about 73% of total volume sales in 2011, with well-known names such as Hennessy, Chivas Regal, Johnnie Walker and Rémy Martin to the fore. Spirits were considered as drinks to consume when “chilling out” with friends, thus people tended to go to bars/pubs for these products. For customers who purchased spirits in off-trade channels, they usually made purchases as a gift on special occasions.
- Among all subcategories, local spirits had the strongest presence in vodka, thanks to the excellent performance of Vodka Hanoi. As a large portion of vodka sold in Vietnam was home-made, which was produced by Vietnamese households in rural areas without any quality control standards, home-made vodka has posed a great risk to drinkers. There were

cases of poisonous products causing the deaths of drinkers. Thus, consumers were shifting to branded domestic vodka, which helped to boost the category's growth.

- As consumers had more disposable income, they tended to spend more on entertainment activities such as going out with friends to bars/pubs. Instead of having an inexpensive locally-produced drink at home, people now wanted to go out and have some cocktails instead. Consumers were slowly switching from local spirits to international ones because of the better taste and quality of international spirits.
- As each type of spirits has it own special taste and flavour, consumers did not show an interest in switching from one type to another. Instead, they tended to spend more on more premium products within the category. For example, in the past, consumers usually purchased Johnnie Walker Black Label as a gift for Lunar New Year, now they changed to Blue or Gold Label instead.
- In Vietnam, flavoured vodka was most well presented with the brand Absolut. Its most popular flavours were mandarin, mango and citron. Flavoured vodka sales were generated mostly in on-trade establishments, as it was used in cocktails.

PRODUCTION, IMPORTS AND EXPORTS

- Due to rising concerns over the quality of home-made spirits, the government continued to focus on developing industrially-produced spirits and reducing the availability of low-quality, home-made alcohol.
- The difference between apparent consumption and Euromonitor International's market data was mainly attributed to the huge difference between home-made, local industrial alcohol, parallel and imported alcohol.
- Domestic manufacturers tended to focus on their strongest advantage – traditional vodka – while imported brands were available across all other categories. Most local companies were having a difficult time competing with international players in their domestic playground, thus they did not pay much attention to export markets. The only exception was Hanoi Liquor, which exported to nearby countries such as Laos and Cambodia.

COMPETITIVE LANDSCAPE

- Hanoi Liquor JSC continued to lead in share terms in 2011 with 70% of total volume sales. Since its establishment, the company has put efforts into maintaining good product quality as well as building an established brand name. Vodka Hanoi, its most notable brand, led sales of vodka in both value and volume sales. Because of its positive brand image and affordable price, the brand has gained favourable feedback from consumers, shifting them from low-quality, home-made vodka to industrially-made products.
- With an 8% share, Diageo Plc ranked second in spirits in 2011, behind Hanoi Liquor JSC. Smirnoff and Johnnie Walker were some of its popular brands. Thanks to the rapid expansion of night-life establishments, the company displayed an excellent performance over the review period. In addition, Diageo was active in its marketing activities. For example, there were many restaurants that carried Johnnie Walker billboards, which helped to spread the brand's prestige across the country. Johnnie Walker continued to be one of the favourite choices of spirits to give as gifts on special occasions.
- Hanoi Liquor JSC dominated spirits, with its best-selling brand being Vodka Hanoi. Except for the leader, the rest of spirits was fragmented, with many local and international players being present. Big domestic companies included Dong Xuan Liquor and Binh Tay Liquor, while the

big international players were Diageo, Pernod Ricard and LVMH Moët Hennessey Louis Vuitton. Local companies usually competed on price, whereas international players put more focus on building their prestige brand image.

- In 2011, there was no significant new product improvement and packaging innovation as most players preferred to expand their distribution system instead of investing in research and development activities.
- Economy, standard and premium brands in the market had different segments of target consumers. Economy and standard brands were usually bought to be consumed at home, while premium brands were usually found in bars/pubs, used at formal gatherings, or bought as gifts, as they looked expensive and signified social status.
- In 2011, the presence of private label spirits remained negligible as retailers showed little interest in developing private label in alcoholic drinks.

PROSPECTS

- In spite of its slower growth, spirit has good foundation to grow, due to two main reasons. First, low- and middle-income consumers, usually residing in the suburban and rural areas, will push overall growth of local spirits. They are expected to shift from home-made, or low-quality spirits, to branded, industrially-produced ones. Second, the young modern urban consumers will foster sales growth of imported spirits brands.
- Counterfeit and contraband products pose a great threat to the growth of spirits. Imported brands were the most negatively affected by this threat. Despite its constant effort, the government still showed a lack of control over this issue.
- Other blended Scotch whisky is expected to display the fastest growth rate in spirits in total volume terms during the forecast period. Consumers were very well aware of brands such as Johnnie Walker and Chivas Regal. These products are predicted to continue to benefit from word-of-mouth recommendation, which helps to spread the brands' prestige and further boost sales growth.
- Unit price in constant value terms is expected to increase over the forecast period. Aside from the effects of inflation and the exchange rate, consumers are predicted to shift to more expensive brands, thus driving up the unit price of spirits.
- It is expected that companies will put more efforts into their marketing activities to enhance their brand image and consumer awareness. As spirits products are usually not allowed to be advertised on public media channels, due to their high alcohol content, most players would have to rely on bars, pubs and other on-trade channels to advertise their brands. For example, international brands may compete with each other by placing more billboards or giving out coasters in on-trade establishments.
- The off-trade is expected to produce a slightly better performance than the on-trade. The Vietnam economy is expected to encounter some difficulties such as high inflation rate, increasing food and fuel price. As a result, Vietnamese consumers are likely to purchase alcohol and consuming it at home in order to save money.

CATEGORY BACKGROUND

Vodka, Gin and Other Blended Scotch Whisky Price Band Methodology

Classification for these spirits products is based on purely pricing, taking a typical brand, usually the leading brand, by volume, as the benchmark price, which is indexed as 100%. The benchmark brand will usually be a standard-priced brand. There will be exceptions, however, whereby an economy brand (likely for vodka in some countries in Eastern Europe) or a premium brand (typically the case for Scotch whisky in the US) is used as the benchmark brand. Refer to the guidelines below for further detail.

Based on benchmark brand being standard:
Super-Premium: 30% or higher than price of the benchmark brand
Premium: 10-29.99% higher price than benchmark brand
Standard: Between 9.99% lower or 9.99% higher than benchmark brand
Economy: At least 10% lower than the price of benchmark brand
Based on benchmark brand being economy
Super-Premium: 50% or higher than price of the benchmark brand
Premium: 30-49.99% higher than price of benchmark brand
Standard: Between 10% and 29.99% higher than price of benchmark brand
Economy: Anything lower or up to 9.99% higher than the price of the benchmark brand
Based on benchmark brand being premium:
Super-premium: 0% or higher than benchmark brand
Premium: Any brand that is up to 9.99% higher or 9.99% lower than benchmark brand
Standard: Between 10% and 29.99% cheaper than the benchmark brand
Economy: Anything 30%+ cheaper than the benchmark brand.
Based on benchmark brand being super-premium:
Super-premium: Anything higher or up to 9.99% lower than the benchmark brand
Premium: 10% to 29.99% lower than benchmark brand
Standard: 30% to 49.99% lower than benchmark brand
Economy: 50%+ lower than benchmark brand.

Summary 1 Benchmark Brands 2011

Category	Brand Name	Positioning
Other blended Scotch whisky	Johnnie Walker Red Label	Standard
Vodka	Vodka Hanoi	Standard
Gin	Gordon's	Standard

Source: Euromonitor International from store checks, trade interviews

CATEGORY DATA

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

'000 litres

	2006	2007	2008	2009	2010	2011
Brandy and Cognac	424.0	440.6	460.3	480.7	502.9	524.7
- Brandy	113.3	116.9	121.7	127.8	134.7	141.6
- Cognac	310.7	323.8	338.6	352.9	368.2	383.2
Liqueurs	346.9	358.8	372.2	386.3	407.0	424.1
- Bitters	-	-	-	-	-	-
- Cream-Based Liqueurs	195.9	203.3	211.5	221.0	236.5	247.9
- Other Liqueurs	150.9	155.5	160.7	165.3	170.5	176.2
Rum	137.1	141.7	146.9	152.7	159.1	165.4
- Dark Rum	-	-	-	-	-	-
- White Rum	137.1	141.7	146.9	152.7	159.1	165.4

Tequila (and Mezcal)	-	-	-	-	-	-
Whiskies	565.6	596.4	634.2	679.9	732.2	790.0
- Bourbon/Other US Whiskey	33.2	34.4	35.7	37.2	38.7	40.2
- Canadian Whisky	-	-	-	-	-	-
- Irish Whiskey	-	-	-	-	-	-
- Japanese Whisky	-	-	-	-	-	-
- Blended Scotch Whisky	524.0	553.4	589.5	633.4	683.8	739.7
- Single Malt Scotch Whisky	-	-	-	-	-	-
- Other Whiskies	8.4	8.7	9.0	9.3	9.7	10.1
White Spirits	1,302.4	1,457.9	1,608.6	1,757.9	2,042.3	2,281.5
- Gin	50.8	52.5	55.1	57.9	61.0	64.2
- Vodka	1,251.7	1,405.4	1,553.6	1,700.0	1,981.3	2,217.3
Other Spirits	12,409.7	16,541.9	17,636.8	23,143.7	26,023.8	27,719.6
- Local White Spirits	12,409.7	16,541.9	17,636.8	23,143.7	26,023.8	27,719.6
Spirits	15,185.7	19,537.3	20,859.0	26,601.2	29,867.2	31,905.3

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

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

VND billion

	2006	2007	2008	2009	2010	2011
Brandy and Cognac	626.6	677.0	737.4	806.8	884.8	1,001.0
- Brandy	67.6	73.8	81.4	90.2	100.5	115.5
- Cognac	559.0	603.2	655.9	716.6	784.3	885.5
Liqueurs	202.8	217.9	235.8	256.2	282.1	313.9
- Bitters	-	-	-	-	-	-
- Cream-Based Liqueurs	129.6	139.8	151.8	166.3	185.7	210.3
- Other Liqueurs	73.2	78.1	84.0	90.0	96.4	103.6
Rum	85.9	91.6	98.6	106.7	115.9	127.2
- Dark Rum	-	-	-	-	-	-
- White Rum	85.9	91.6	98.6	106.7	115.9	127.2
Tequila (and Mezcal)	-	-	-	-	-	-
Whiskies	782.0	877.2	992.8	1,128.9	1,288.7	1,498.2
- Bourbon/Other US Whiskey	32.1	34.8	38.2	42.1	46.2	51.8
- Canadian Whisky	-	-	-	-	-	-
- Irish Whiskey	-	-	-	-	-	-
- Japanese Whisky	-	-	-	-	-	-
- Blended Scotch Whisky	748.2	840.5	952.5	1,084.5	1,240.0	1,443.6
- Single Malt Scotch Whisky	-	-	-	-	-	-
- Other Whiskies	1.7	1.9	2.1	2.3	2.6	2.9
White Spirits	940.6	1,118.6	1,304.2	1,498.5	1,837.5	2,201.5
- Gin	20.9	22.4	24.3	26.7	29.5	32.9
- Vodka	919.7	1,096.3	1,279.8	1,471.8	1,808.0	2,168.6
Other Spirits	1,116.3	1,570.6	1,764.1	2,432.1	2,872.3	3,255.4
- Local White Spirits	1,116.3	1,570.6	1,764.1	2,432.1	2,872.3	3,255.4
Spirits	3,754.3	4,553.0	5,132.9	6,229.4	7,281.3	8,397.3

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

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

% total volume growth

	2010/11	2006-11 CAGR	2006/11 Total
Brandy and Cognac	4.3	4.4	23.8
- Brandy	5.1	4.6	24.9
- Cognac	4.1	4.3	23.3
Liqueurs	4.2	4.1	22.3
- Bitters	-	-	-
- Cream-Based Liqueurs	4.9	4.8	26.5
- Other Liqueurs	3.3	3.1	16.8
Rum	3.9	3.8	20.6
- Dark Rum	-	-	-
- White Rum	3.9	3.8	20.6
Tequila (and Mezcal)	-	-	-
Whiskies	7.9	6.9	39.7
- Bourbon/Other US Whiskey	3.7	3.9	20.8
- Canadian Whisky	-	-	-
- Irish Whiskey	-	-	-
- Japanese Whisky	-	-	-
- Blended Scotch Whisky	8.2	7.1	41.2
- Single Malt Scotch Whisky	-	-	-
- Other Whiskies	3.8	3.7	19.9
White Spirits	11.7	11.9	75.2
- Gin	5.2	4.8	26.4
- Vodka	11.9	12.1	77.1
Other Spirits	6.5	17.4	123.4
- Local White Spirits	6.5	17.4	123.4
Spirits	6.8	16.0	110.1

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

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

% local currency, current value growth

	2010/11	2006-11 CAGR	2006/11 Total
Brandy and Cognac	13.1	9.8	59.7
- Brandy	15.0	11.3	70.9
- Cognac	12.9	9.6	58.4
Liqueurs	11.3	9.1	54.8
- Bitters	-	-	-
- Cream-Based Liqueurs	13.3	10.2	62.2
- Other Liqueurs	7.4	7.2	41.6
Rum	9.7	8.2	48.1
- Dark Rum	-	-	-
- White Rum	9.7	8.2	48.1
Tequila (and Mezcal)	-	-	-
Whiskies	16.3	13.9	91.6
- Bourbon/Other US Whiskey	12.1	10.1	61.5
- Canadian Whisky	-	-	-
- Irish Whiskey	-	-	-
- Japanese Whisky	-	-	-
- Blended Scotch Whisky	16.4	14.0	92.9
- Single Malt Scotch Whisky	-	-	-
- Other Whiskies	12.3	10.5	64.6
White Spirits	19.8	18.5	134.0
- Gin	11.4	9.5	57.2
- Vodka	19.9	18.7	135.8
Other Spirits	13.3	23.9	191.6

- Local White Spirits	13.3	23.9	191.6
Spirits	15.3	17.5	123.7

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

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

'000 litres

	2006	2007	2008	2009	2010	2011
Off-trade	4,242.5	5,424.1	5,714.0	7,209.0	8,044.4	8,749.4
On-trade	10,943.2	14,113.2	15,145.0	19,392.2	21,822.8	23,155.9
Total	15,185.7	19,537.3	20,859.0	26,601.2	29,867.2	31,905.3

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

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

VND billion

	2006	2007	2008	2009	2010	2011
Off-trade	499.4	620.2	679.6	849.7	973.6	1,121.0
On-trade	3,254.9	3,932.8	4,453.4	5,379.7	6,307.7	7,276.3
Total	3,754.3	4,553.0	5,132.9	6,229.4	7,281.3	8,397.3

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

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

% volume growth

	2010/11	2006-11 CAGR	2006/11 TOTAL
Off-trade	8.8	15.6	106.2
On-trade	6.1	16.2	111.6
Total	6.8	16.0	110.1

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

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

% current value growth

	2010/11	2006-11 CAGR	2006/11 TOTAL
Off-trade	15.1	17.6	124.5
On-trade	15.4	17.5	123.5
Total	15.3	17.5	123.7

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

Table 9 Sales of Gin by Price Platform 2006-2011

% total volume

	2006	2007	2008	2009	2010	2011
Super Premium	12.5	12.5	12.5	12.6	12.7	12.8
Premium	-	-	-	-	-	-
Standard	87.5	87.5	87.5	87.4	87.3	87.2
Economy	-	-	-	-	-	-
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
Note: '-' indicates data not available

Table 10 Sales of Other Blended Scotch Whisky by Price Platform 2006-2011

% total volume

	2006	2007	2008	2009	2010	2011
Super Premium	60.0	60.4	60.8	63.4	64.9	65.6
Premium	6.0	5.7	5.4	5.3	5.1	4.9
Standard	34.0	33.9	33.8	31.4	30.0	29.5
Economy	-	-	-	-	-	-
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
Note: '-' indicates data not available

Table 11 Sales of Vodka by Price Platform 2006-2011

% total volume

	2006	2007	2008	2009	2010	2011
Super Premium	38.4	37.5	37.1	37.2	37.0	36.9
Premium	2.9	3.0	3.1	3.5	3.8	3.8
Standard	48.0	49.5	51.2	53.0	53.6	54.2
Economy	10.7	10.1	8.6	6.3	5.6	5.1
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
Note: '-' indicates data not available

Table 12 Sales of Flavoured vs Non-flavoured Vodka 2006-2011

% total volume

	2006	2007	2008	2009	2010	2011
Flavoured Vodka	5.5	6.0	6.0	6.2	6.3	6.4
Non-Flavoured Vodka	94.5	94.0	94.0	93.8	93.7	93.6
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 Company Shares of Spirits by National Brand Owner 2007-2011

% total volume

Company	2007	2008	2009	2010	2011
Hanoi Liquor JSC	64.5	65.2	71.0	70.8	69.5
Diageo Plc	7.6	7.9	7.0	7.2	7.5
Dong Xuan Liquor Co Ltd	5.7	5.7	4.6	4.5	4.4
Pernod Ricard Groupe	1.1	1.1	0.9	0.9	0.9
Binh Tay Liquor Co JV	1.9	1.1	0.8	0.8	0.8
LVMH Moët Hennessy Louis Vuitton SA	0.7	0.7	0.6	0.5	0.5
Brown-Forman Corp	0.7	0.7	0.5	0.5	0.4
Rémy Cointreau Group	0.5	0.4	0.4	0.3	0.3
Soyuzplodimport ZAO	0.7	0.6	0.4	0.3	0.3
V&S Vin & Sprit AB	0.2	0.2	0.2	0.2	0.3
Bacardi & Co Ltd	0.3	0.3	0.2	0.2	0.2
Raynal & Cie Negociants A	0.2	0.2	0.2	0.2	0.2
Campari Milano SpA, Davide	0.2	0.1	0.1	0.1	0.1
William Grant & Sons Ltd	0.2	0.2	0.1	0.1	0.1
Kristall Moskovsky Zavod OAO	0.2	0.1	0.1	0.1	0.1
Grandes Distilleries de Charleroi SA/NV	0.2	0.2	0.1	0.1	0.1
La Martiniquaise SVS	0.2	0.2	0.1	0.1	0.1
Fortune Brands Inc	0.1	0.1	0.1	0.1	0.1
Camus la Grande Marque SA	0.1	0.1	0.1	0.1	0.1
Chatelle & Co	0.1	0.1	0.1	0.1	0.1
Distell Group Ltd	0.1	0.1	0.0	0.0	0.0
Highland Distillers Ltd	0.1	0.1	0.0	0.0	0.0
Château de Laubade	0.1	0.1	0.0	0.0	0.0
Allied Domecq Vietnam Co Ltd	0.0	0.0	0.0	0.0	0.0
Hanoi Liquor Co Ltd	-	-	-	-	-
Others	14.5	14.6	12.1	12.6	13.7
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 14 Company Shares of Spirits by Global Brand Owner 2007-2011

% total volume

Company	2007	2008	2009	2010	2011
Hanoi Alcohol Beer & Beverages Corp (Habeco)	64.5	65.2	71.0	70.8	69.5
Diageo Plc	7.6	7.9	7.0	7.2	7.5
Saigon Alcohol Beer & Beverages Corp (Sabeco)	7.6	6.8	5.4	5.3	5.2
Pernod Ricard Groupe	1.1	1.3	1.1	1.1	1.1
LVMH Moët Hennessy Louis Vuitton SA	0.7	0.7	0.6	0.5	0.5
Brown-Forman Corp	0.7	0.7	0.5	0.5	0.4
Rémy Cointreau Group	0.5	0.4	0.4	0.3	0.3
Soyuzplodimport ZAO	0.7	0.6	0.4	0.3	0.3
William Grant & Sons Ltd	0.4	0.4	0.3	0.3	0.3
Bacardi & Co Ltd	0.3	0.3	0.2	0.2	0.2
Campari Milano SpA, Davide	0.2	0.1	0.1	0.1	0.1
Kristall Moskovsky Zavod OAO	0.2	0.1	0.1	0.1	0.1

Grandes Distilleries de Charleroi SA/NV	0.2	0.2	0.1	0.1	0.1
La Martiniquaise SVS	0.2	0.2	0.1	0.1	0.1
Camus la Grande Marque SA	0.1	0.1	0.1	0.1	0.1
Chatelle & Co	0.1	0.1	0.1	0.1	0.1
Distell Group Ltd	0.1	0.1	0.0	0.0	0.0
Edrington Group	0.1	0.1	0.0	0.0	0.0
Château de Laubade	0.1	0.1	0.0	0.0	0.0
V&S Vin & Sprit AB	0.2	-	-	-	-
Fortune Brands Inc	0.1	0.1	0.1	0.1	-
Allied Domecq Plc	-	-	-	-	-
Dong Xuan Liquor Co Ltd	-	-	-	-	-
Raynal & Cie Negociants A	-	-	-	-	-
Vietnam Alcohol Beer & Beverages Corp	-	-	-	-	-
Others	14.5	14.6	12.2	12.6	13.9
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 15 Brand Shares of Spirits 2008-2011

% total volume

Brand (Global Brand Owner)	Company	2008	2009	2010	2011
Vodka Hanoi (Hanoi Alcohol Beer & Beverages Corp (Habeco))	Hanoi Liquor JSC	35.4	34.7	35.7	35.6
Hanoi Lua Moi (Hanoi Alcohol Beer & Beverages Corp (Habeco))	Hanoi Liquor JSC	18.2	15.7	15.2	14.3
Hanoi Nep Moi (Hanoi Alcohol Beer & Beverages Corp (Habeco))	Hanoi Liquor JSC	11.6	10.0	9.4	9.1
Smirnoff Red	Diageo Plc	3.4	3.0	3.2	3.4
Dong Xuan Ruou Nep (Saigon Alcohol Beer & Beverages Corp (Sabeco))	Dong Xuan Liquor Co Ltd	3.9	3.2	3.1	3.0
Dong Xuan Nep Hoa Vang (Saigon Alcohol Beer & Beverages Corp (Sabeco))	Dong Xuan Liquor Co Ltd	1.8	1.4	1.4	1.4
Smirnoff Blue	Diageo Plc	1.0	0.9	1.0	1.1
Baileys Irish Cream	Diageo Plc	0.9	0.8	0.7	0.7
Nang Huong (Saigon Alcohol Beer & Beverages Corp (Sabeco))	Binh Tay Liquor Co JV	0.7	0.6	0.5	0.5
Johnnie Walker Red Label	Diageo Plc	0.7	0.5	0.5	0.5
Others	Others	22.4	29.2	29.2	30.3
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 16 Forecast Sales of Spirits by Category: Total Volume 2011-2016

'000 litres

	2011	2012	2013	2014	2015	2016
Brandy and Cognac	524.7	550.2	578.4	609.9	645.0	684.0
- Brandy	141.6	149.6	158.7	169.3	181.4	195.3
- Cognac	383.2	400.6	419.7	440.6	463.5	488.7
Liqueurs	424.1	443.4	464.8	488.8	515.7	545.9
- Bitters	-	-	-	-	-	-
- Cream-Based Liqueurs	247.9	260.6	274.6	290.1	307.3	326.3
- Other Liqueurs	176.2	182.7	190.2	198.7	208.5	219.6
Rum	165.4	172.6	180.6	189.7	199.7	210.9
- Dark Rum	-	-	-	-	-	-
- White Rum	165.4	172.6	180.6	189.7	199.7	210.9
Tequila (and Mezcal)	-	-	-	-	-	-
Whiskies	790.0	857.6	935.9	1,026.6	1,131.1	1,251.7
- Bourbon/Other US Whiskey	40.2	41.6	43.0	44.3	45.3	46.2
- Canadian Whisky	-	-	-	-	-	-
- Irish Whiskey	-	-	-	-	-	-
- Japanese Whisky	-	-	-	-	-	-
- Blended Scotch Whisky	739.7	805.5	882.0	970.9	1,073.8	1,193.0
- Single Malt Scotch Whisky	-	-	-	-	-	-
- Other Whiskies	10.1	10.5	10.9	11.4	11.9	12.5
White Spirits	2,281.5	2,483.8	2,655.9	2,789.5	2,915.9	3,033.4
- Gin	64.2	67.9	72.0	76.4	81.3	86.6
- Vodka	2,217.3	2,415.9	2,583.9	2,713.1	2,834.6	2,946.8
Other Spirits	27,719.6	29,173.0	30,326.3	31,130.7	31,645.4	31,961.8
- Local White Spirits	27,719.6	29,173.0	30,326.3	31,130.7	31,645.4	31,961.8
Spirits	31,905.3	33,680.5	35,141.9	36,235.3	37,052.8	37,687.8

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

Table 17 Forecast Sales of Spirits by Category: Total Value 2011-2016

VND billion

	2011	2012	2013	2014	2015	2016
Brandy and Cognac	1,001.0	1,023.3	1,060.8	1,106.1	1,159.0	1,220.5
- Brandy	115.5	120.9	127.7	136.5	146.6	158.2
- Cognac	885.5	902.4	933.1	969.6	1,012.4	1,062.3
Liqueurs	313.9	323.8	336.6	352.5	370.4	390.6
- Bitters	-	-	-	-	-	-
- Cream-Based Liqueurs	210.3	219.4	230.0	242.3	256.0	271.3
- Other Liqueurs	103.6	104.4	106.5	110.2	114.4	119.4
Rum	127.2	130.6	135.5	141.3	148.1	156.0
- Dark Rum	-	-	-	-	-	-
- White Rum	127.2	130.6	135.5	141.3	148.1	156.0
Tequila (and Mezcal)	-	-	-	-	-	-
Whiskies	1,498.2	1,599.5	1,730.7	1,881.5	2,062.5	2,280.3
- Bourbon/Other US Whiskey	51.8	54.3	56.7	58.9	60.6	62.1

- Canadian Whisky	-	-	-	-	-	-
- Irish Whiskey	-	-	-	-	-	-
- Japanese Whisky	-	-	-	-	-	-
- Blended Scotch Whisky	1,443.6	1,542.4	1,671.0	1,819.5	1,998.7	2,214.8
- Single Malt Scotch Whisky	-	-	-	-	-	-
- Other Whiskies	2.9	2.9	3.0	3.1	3.2	3.4
White Spirits	2,201.5	2,310.9	2,414.6	2,511.3	2,599.5	2,677.8
- Gin	32.9	33.9	35.4	37.3	39.5	42.0
- Vodka	2,168.6	2,277.0	2,379.3	2,474.0	2,560.0	2,635.9
Other Spirits	3,255.4	3,306.9	3,346.7	3,373.8	3,387.5	3,394.4
- Local White Spirits	3,255.4	3,306.9	3,346.7	3,373.8	3,387.5	3,394.4
Spirits	8,397.3	8,695.1	9,024.9	9,366.4	9,727.0	10,119.6

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

Table 18 Forecast Sales of Spirits by Category: % Total Volume Growth 2011-2016

% total volume growth

	2015/16	2011-16 CAGR	2011/16 Total
Brandy and Cognac	6.1	5.4	30.3
- Brandy	7.7	6.6	38.0
- Cognac	5.4	5.0	27.5
Liqueurs	5.8	5.2	28.7
- Bitters	-	-	-
- Cream-Based Liqueurs	6.2	5.6	31.6
- Other Liqueurs	5.3	4.5	24.6
Rum	5.6	5.0	27.6
- Dark Rum	-	-	-
- White Rum	5.6	5.0	27.6
Tequila (and Mezcal)	-	-	-
Whiskies	10.7	9.6	58.5
- Bourbon/Other US Whiskey	1.9	2.8	15.0
- Canadian Whisky	-	-	-
- Irish Whiskey	-	-	-
- Japanese Whisky	-	-	-
- Blended Scotch Whisky	11.1	10.0	61.3
- Single Malt Scotch Whisky	-	-	-
- Other Whiskies	4.9	4.5	24.4
White Spirits	4.0	5.9	33.0
- Gin	6.6	6.2	35.0
- Vodka	4.0	5.9	32.9
Other Spirits	1.0	2.9	15.3
- Local White Spirits	1.0	2.9	15.3
Spirits	1.7	3.4	18.1

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

Table 19 Forecast Sales of Spirits by Category: % Total Value Growth 2011-2016

% local currency, constant value growth

	2011-16 CAGR	2011/16 TOTAL
Brandy and Cognac	4.0	21.9
- Brandy	6.5	37.0
- Cognac	3.7	20.0

Liqueurs	4.5	24.4
- Bitters	-	-
- Cream-Based Liqueurs	5.2	29.0
- Other Liqueurs	2.9	15.2
Rum	4.2	22.6
- Dark Rum	-	-
- White Rum	4.2	22.6
Tequila (and Mezcal)	-	-
Whiskies	8.8	52.2
- Bourbon/Other US Whiskey	3.7	20.0
- Canadian Whisky	-	-
- Irish Whiskey	-	-
- Japanese Whisky	-	-
- Blended Scotch Whisky	8.9	53.4
- Single Malt Scotch Whisky	-	-
- Other Whiskies	3.4	18.4
White Spirits	4.0	21.6
- Gin	5.0	27.5
- Vodka	4.0	21.5
Other Spirits	0.8	4.3
- Local White Spirits	0.8	4.3
Spirits	3.8	20.5

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