
Forecasting and Market Valuation of The Coffee Shop Sector in 2025

Market Research Project

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Project Outline

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Analysis Timeframe

From 2025 to 2030

Geographic Coverage

6 key cities/ regions where surveys were conducted, including:

Ha Noi
Ho Chi Minh City
Da Nang
Can Tho
Hai Phong
Dong Nai

Ho Chi Minh City
Leading Economic Centre

Ha Noi
Capital

Survey Respondents

Urban residents aged between 12 and 50 who visit coffee shops at least once a month and have done so in the past 4 weeks (excluding exclusive at-home drinkers)

Brand Scope

Focused on the branded segment, based on consumer insights and secondary data covering the top xx leading brands

Factors Taken Into Account for Predicting Future Market Size

1

Growth Of Urban Population

Only considering the increase among individuals aged 12-50

- The growth rate for the urban population, sourced from secondary data, will be modified to account for varying growth patterns in major cities

2

Growth Of Individual Monthly Income

The percentage of income allocated to coffee shops is expected to remain consistent over the years

- The growth rate for personal monthly income, derived from secondary sources, will be adjusted to account for the differing growth patterns across cities and income quintiles

3

Incident Rate

The proportion of individuals not visiting coffee shops is expected to remain stable unless driven by changeable factors

- Reasons will be categorized into changeable and unchangeable factors to evaluate their impact on future trends

Business Environment Overview



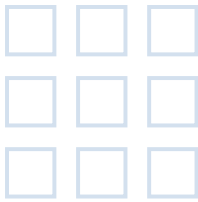
Vietnam Macroeconomic Overview 2024

Despite global uncertainty, Vietnam surpassed its GDP growth target, driven by a strong post-pandemic recovery, effective governance, and policy adaptability, reinforcing its position as a rising economic leader in Southeast Asia

1. Demographic Landscape

Vietnam's population as of April 1st, 2024

xx million

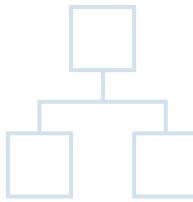


Fertility rate dropped to **xx children per woman**, marking a historic low

2. Golden Population Structure

Share of population in working age (xx–xx years old)

xx%



Vietnam is in its golden demographic phase, with **xx workers for every xx dependent**

3. Rising Income Levels

Income per capita in 2024

xx USD



Increased by **xx USD** compared to 2023

4. Expanding Economic Output

Vietnam's total GDP in 2024

xx billion USD



GDP growth rate: **xx%**, ranking **xx** in ASEAN

5. Surging Consumer Demand

Total Food & Beverage sales in 2024

xx billion USD



Year-on-year growth: **xx%**

6. Increasing Foreign Investment

FDI inflow in 2024

xx billion USD

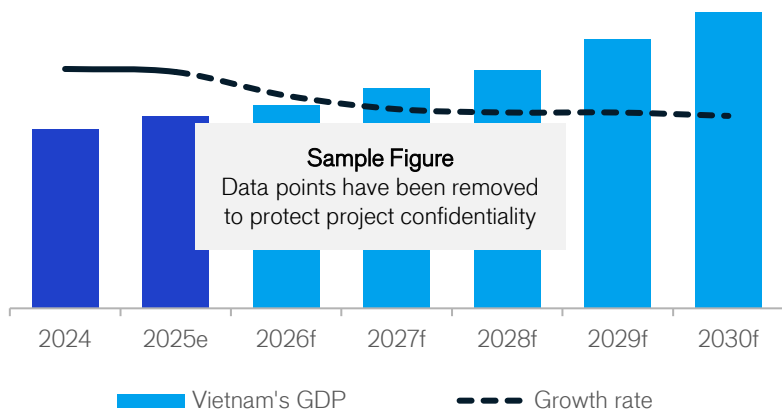


Year-on-year growth: **xx%**

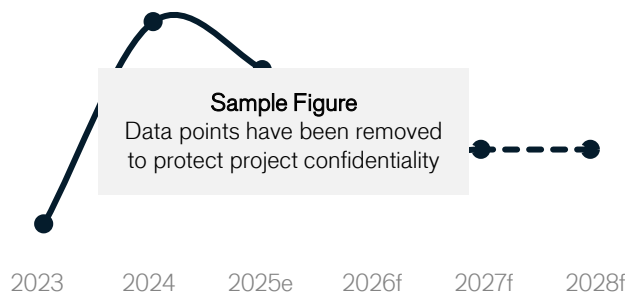
Vietnam's Economic Landscape

Focusing on enhancing production, upgrading infrastructure, and drawing in investments, the year 2025 is anticipated to be a crucial turning point

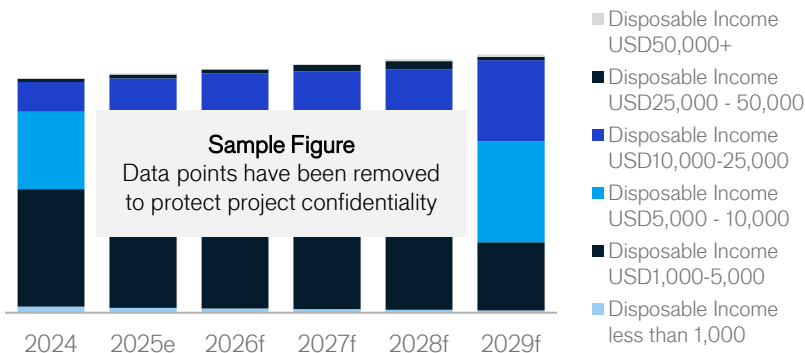
Real GDP, 2024-2030f (billion USD)



Inflation Rate, 2023-2028f (billion USD)



Disposable Household Income, 2024-2029f (billion USD)



Import-Export Turnover, Q1/2025

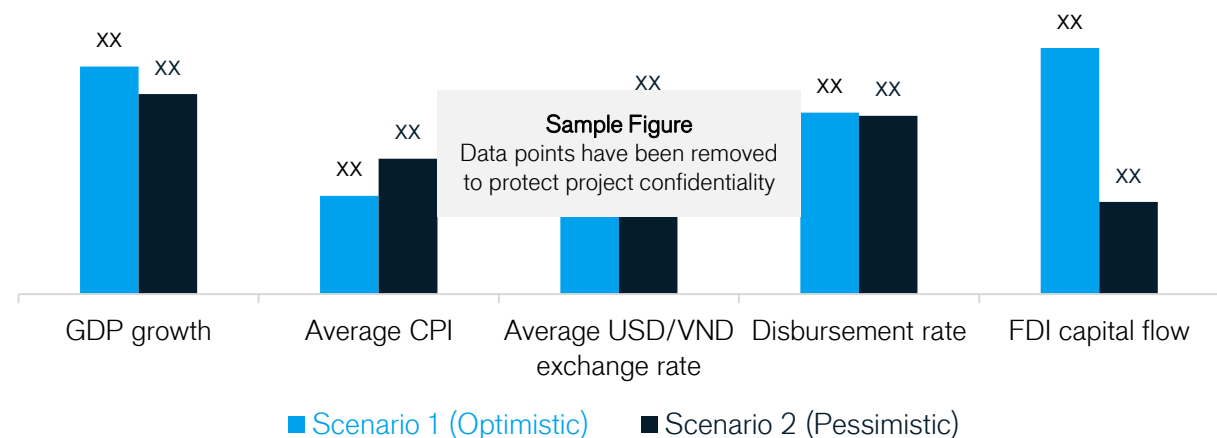


- Vietnam's GDP grew by **xx%** in 2024, driven by **robust exports, increased consumption, and substantial foreign investment**. Despite the effects of Asia's strongest typhoon, the country leveraged its status as a regional manufacturing hub amid a rebound in global consumption.
- The National Assembly has set a GDP growth target of **xx% for 2025**, while the Prime Minister advocates **for at least xx%**. To achieve this, there's a push to **accelerate public investment** to enhance infrastructure and attract investment.
- In Q1 2025, GDP growth is estimated at **xx%**, exceeding the **xx%** target from Resolution No. 01/NQ-CP, but falling short of the **xx%** annual goal in Conclusion 123-KL/TW. To reach the 2025 target, **Q2 needs to aim for about xx%**, with **Q3 and Q4 targeting xx% and xx%**, respectively.
- Meeting the growth target may involve accepting higher inflation, projected to remain manageable between **xx% and xx%**, to stimulate production and business activities.

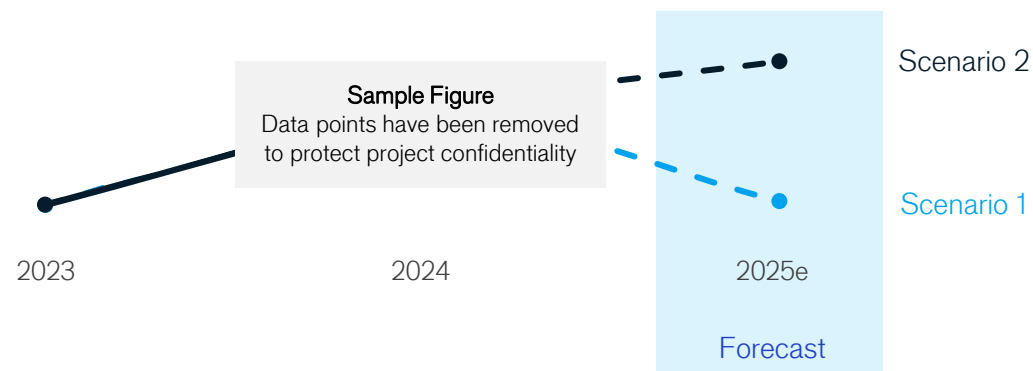
Government's Actions Amid Global Economic Volatility

Vietnam has supported its economy with easier access to credit, lower taxes, and stable interest rates, while accepting higher inflation to maintain growth amid global uncertainty

Scenario-Based Forecasts of Core Economic Metrics



Credit Room Growth, 2023-2025e

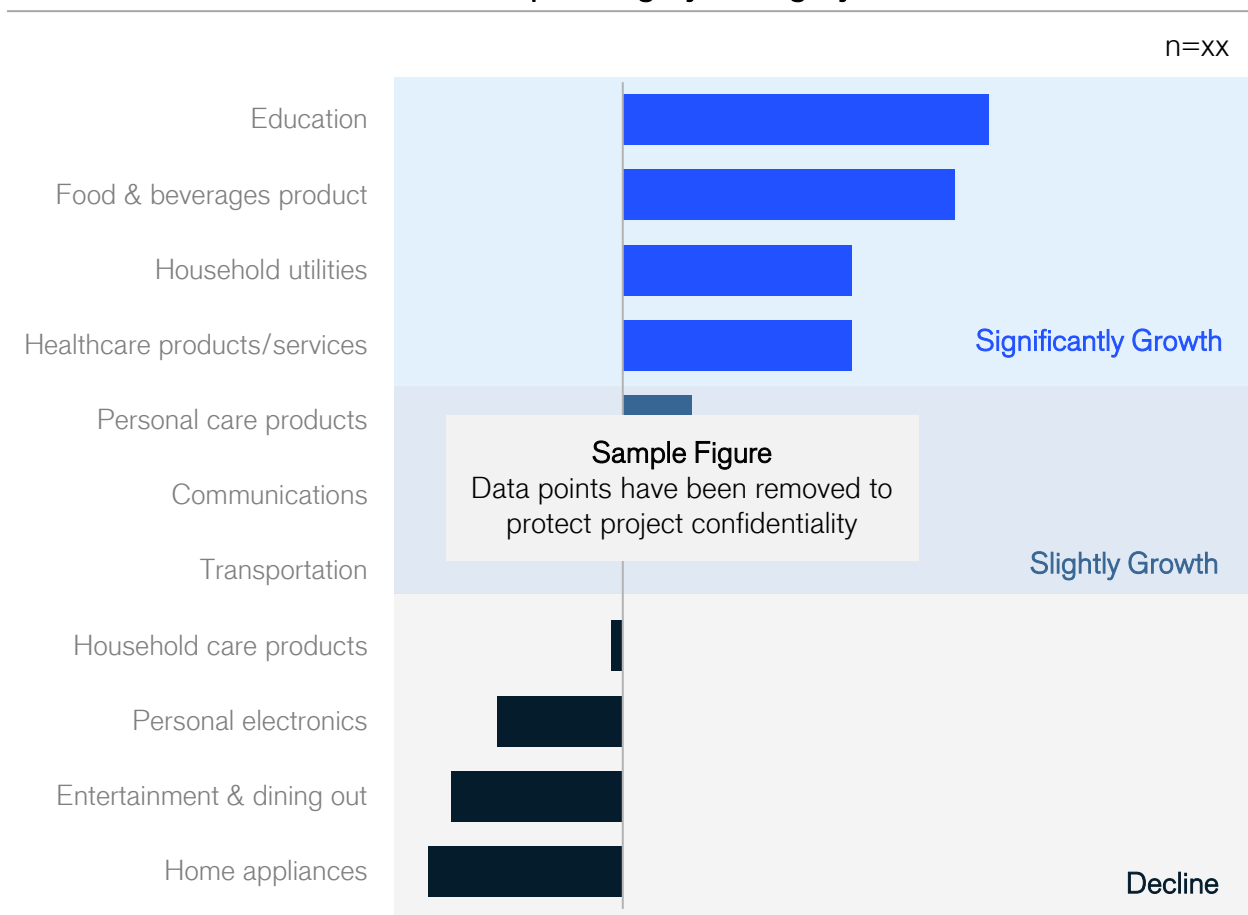


- Vietnam is aiming for strong economic growth in 2025, with **GDP targets set above xx%** as part of its broader vision to achieve high-income status by 2045. To support this, the government is allowing **moderate inflation** and plans to **boost credit growth to xx%**, using a mix of flexible monetary and fiscal policies to sustain production, investment, and economic stability amid global challenges.
- To ease cost pressures and **keep inflation near xx% in 2025**, Vietnam is extending tax support measures, including **an extended xx% VAT cut** and proposed **cuts on fuel-related environmental taxes** such as gasoline, jet fuel, and kerosene.
- Meanwhile, Vietnam's central bank is expected to **maintain stable interest rates** and **encourage more accessible lending** through **operational efficiency** and **digital adoption**.
- Alongside these near-term efforts, structural reforms are underway to strengthen fiscal sustainability, including cutting public sector salary costs through government streamlining and **enhancing the securities market** to draw investment and diversify funding channels.

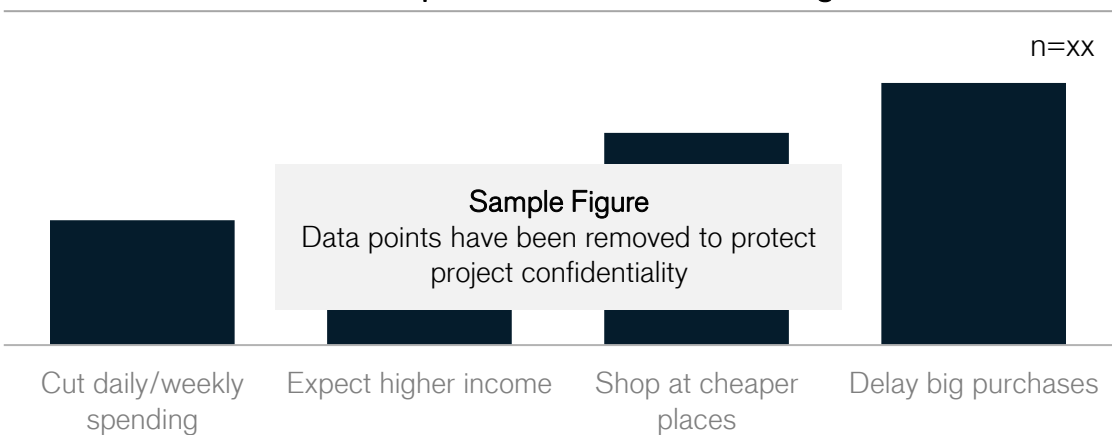
Market Behavior Under Uncertainty Time

In 2025, despite improved economic expectations, Vietnamese consumers demonstrated caution through two clear behaviors: limiting purchases to necessities and actively comparing prices to optimize value

Estimated Growth in Consumer Spending by Category, 2024-2025



Consumer Behavior in Response to Economic Changes (%)

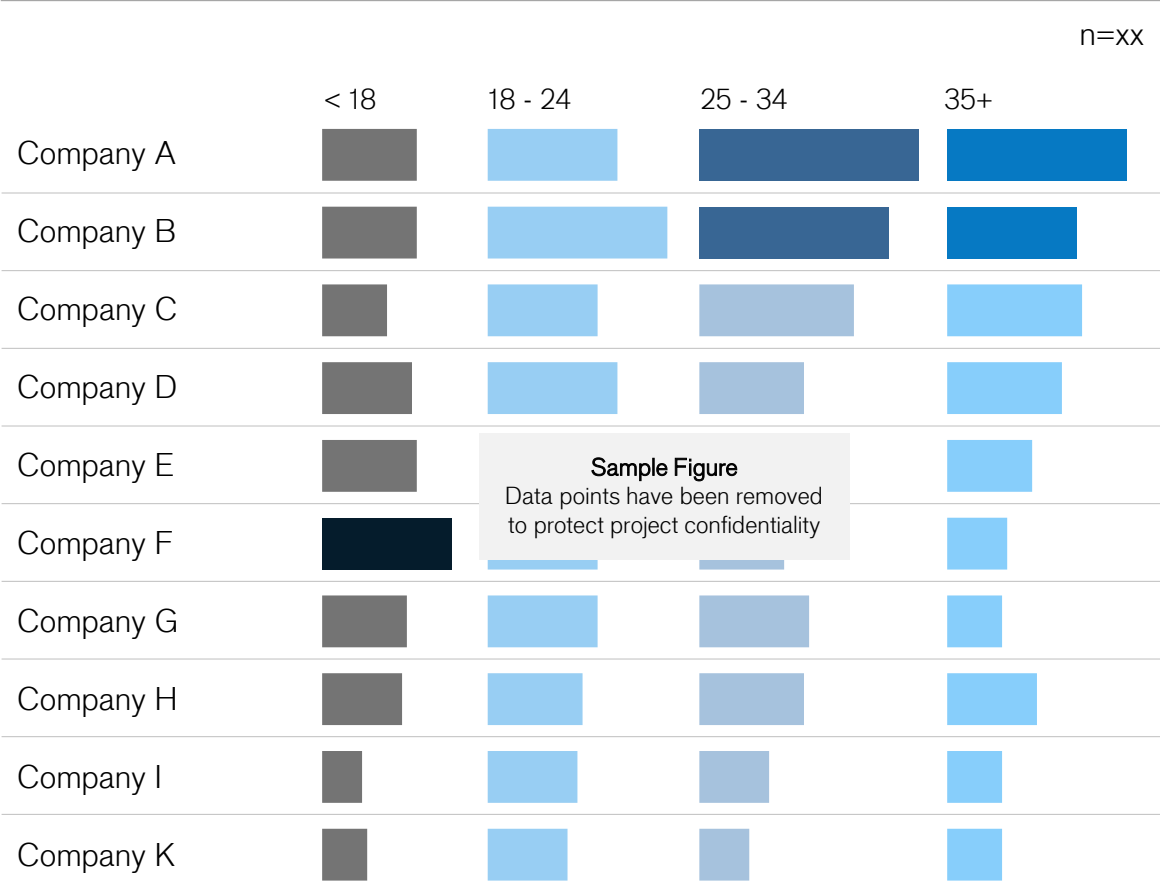


- In 2024, Vietnamese consumers became more optimistic; however, inflation and broader **economic uncertainty continued to constrain spending behavior**. Even as purchasing power improved toward the end of the year, households largely avoided discretionary expenses. Instead, **spending remained concentrated on essential needs**—namely, education, food and beverages, and healthcare—while savings remained a top financial priority. Non-essential categories, such as dining out and leisure, witnessed only a modest recovery.
- By early 2025, despite strong GDP growth, over xx% of consumers still prioritized **essential goods and services**, which are expected to account for nearly xx% of household budgets. Ongoing inflation, rising living costs, and growing concerns over U.S. tariffs are expected to reinforce this cautious consumption pattern.

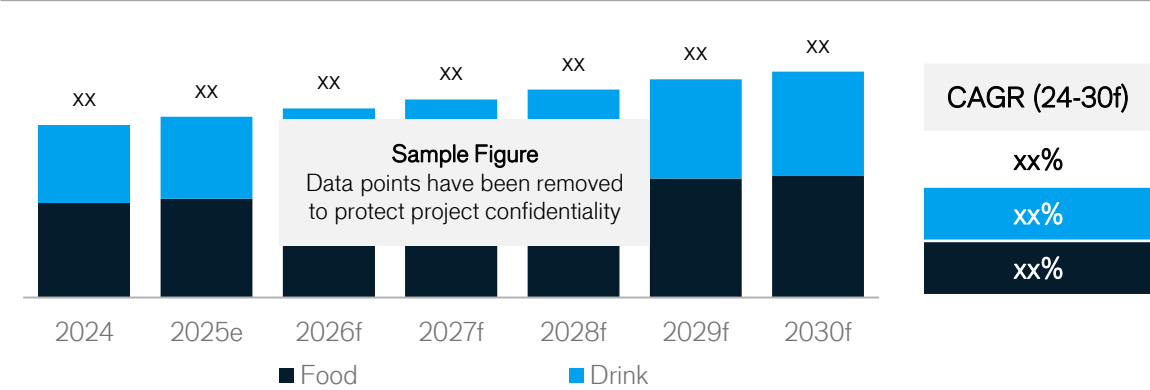
Insight Into F&B Services in Vietnam

Despite facing economic challenges, Vietnam's food and beverage sector continued to expand in 2024, driven by significant everyday consumption

Top 10 Café/Tea Chains Voted as Favorite Brands in Vietnam, 2024



Vietnam's Foodservice (*) market in Vietnam, 2023-2029f (billion USD)



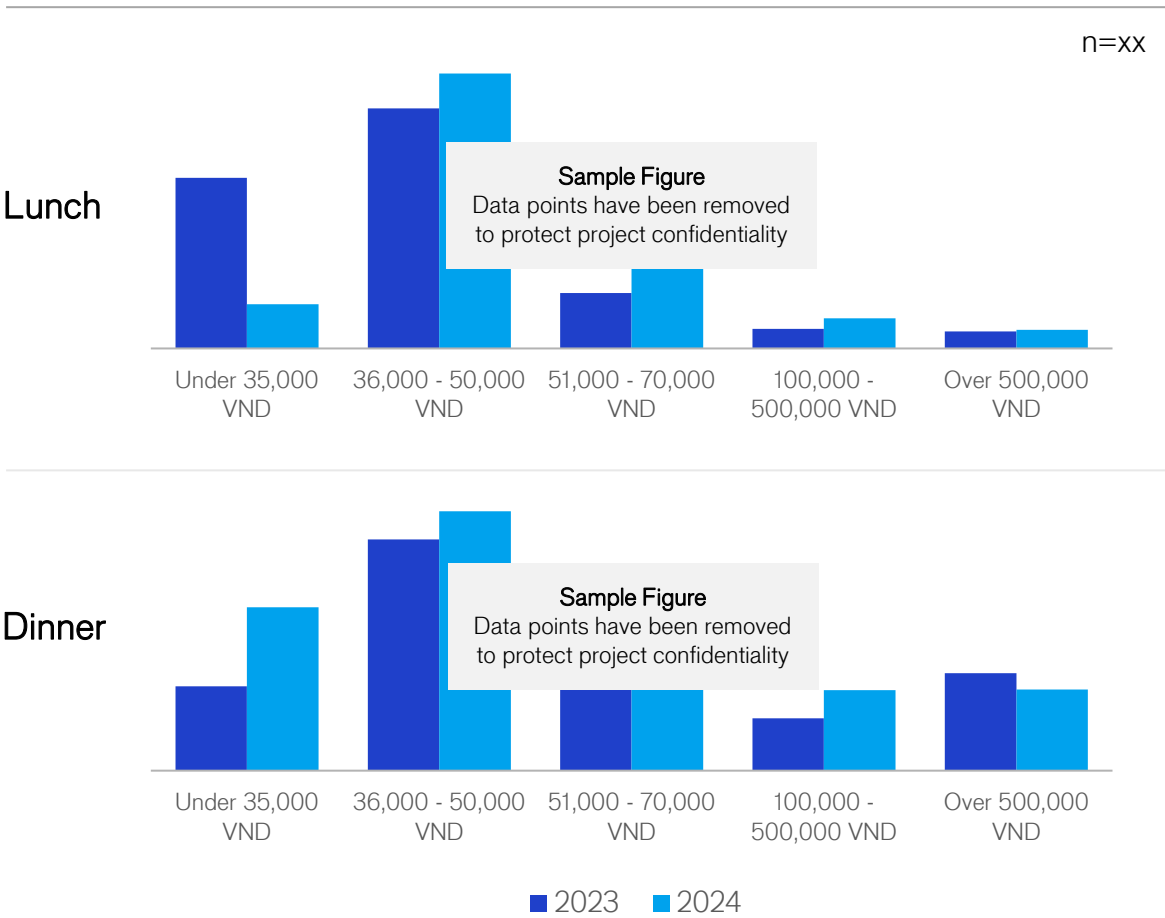
- In 2024, Vietnam's F&B sector showed remarkable resilience, with a **xx% year-on-year revenue growth** from xx USD billion in 2023 to xx USD billion. Strong demand during the Lunar New Year boosted H1, but growth slowed in H2 due to decreased consumption after the typhoon.
- In 2025, **chain stores are expected to enhance their presence in the F&B market**, with projected revenue growth of xx%, surpassing the xx% growth anticipated for independent outlets. This shift indicates a **rising preference for scalable models**, as **consumers prioritize consistency, value, and convenience**, while **operators strive to improve efficiency and control costs**.

(*) Foodservice encompasses establishments such as cafés, bars, full-service restaurants, limited-service restaurants, self-service cafeterias, and street stalls or kiosks.

Consumer Trends in the F&B Market

Vietnamese consumers are increasingly making smarter choices when it comes to dining out, focusing on health and value as their expectations continue to rise

Spending Level for Eating Out, 2023-2024 (%)



Budget Habit for OOH Eating & Drinking – By Generation, April 2024 (%)

Generation	Total (n=xx)	Gen Z (n=xx)	Gen Y (n=xx)	Gen X (n=xx)
Do not have a budget	xx	xx	xx	xx
I have a monthly spending limit for eating/drinking out and ordering food from outside, but I allow myself to exceed that limit if it's unavoidable	xx	xx	xx	xx
I have a monthly spending limit for eating/drinking out and ordering food from outside, and I make sure to stay within that limit	xx	xx	xx	xx

- As consumers reduce spending on non-essential items and focus on saving, **the food and beverage sector emerges as the second most attractive category**, boasting a xx% interest rate and a xx% frequency of offline purchases.
- Dining out has shown consistent levels**, with an April 2024 survey indicating that xx% of consumers eat out weekly and xx% do so daily. This points to a trend focusing on value-driven options rather than a decrease in dining frequency.
- Health awareness and the desire for unique dining experiences** have increasingly influenced consumer choices, especially among younger urban populations, who now place greater emphasis on nutritional value and interactive dining settings.

Key Supply and Demand Trends of Vietnam's Coffee Shop Market

Vietnam's coffee shop market is evolving as brands accelerate digital adoption, store innovation, and health-focused offerings, while consumers increasingly demand convenience, premium coffee, and immersive experiences shaped by global and lifestyle trends

Supply

Advancing Digital Capabilities

Technology is becoming central to how coffee chains in Vietnam operate and engage, with growing investment in **seamless systems, customer-tailored offers, and loyalty programs**. These efforts reflect a broader shift toward **digital-first experiences**, especially among younger, tech-oriented consumers.

Store Format Innovation as a Differentiator

With the coffee shop market becoming increasingly competitive, brands are moving beyond product offerings to **focus on experiential value**. Leading players are **leveraging distinctive store environments and curated experiences** to build stronger customer engagement and brand differentiation.

Wellness in Product Strategy

Coffee brands are actively aligning with health and wellness trends by expanding their portfolios with **low-sugar, natural, and functional beverages**. Offerings like **kombucha** and **matcha** are central to strategies aimed at capturing health-driven demand and unlocking premium growth opportunities.

Demand

Shifting Coffee Preferences

Driven by global exposure and evolving taste preferences, younger consumers are fueling demand for **freshly brewed, high-quality coffee, particularly authentic profiles** like Arabica. While modern coffee formats attract attention for their novelty and ease, their reliance on short-term trends raises questions around long-term scalability.

FOMO-Led Experience Demand

Vietnamese consumers increasingly value the overall coffee experience, with rising expectations around **design, atmosphere, and differentiated offerings**. Among younger segments, social media and FOMO (Fear of Missing Out) are amplifying demand for **Instagram-worthy spaces and limited-time engagements**.

A Growing Need for Convenient Choices

As young consumers prioritize speed and ease, **delivery now accounts for a significant share of coffee orders**. Third-party platforms like **Shopee and Grab** continue to lead despite brand-led efforts, driven by established habits and promotional reach.

Key Growth Drivers and Barriers of Vietnam's Coffee Shop Market

Vietnam's coffee market is expanding as consumer habits evolve and market transparency improves, yet growth is challenged by persistent cost pressures and shifting price sensitivity, which continue to weigh on profitability and scale

Drivers

Lifestyle Shifts and Rising Incomes Boost Café Demand



Post-pandemic, consumers are **increasingly using cafés as daily social and workspaces**, a shift supported by rising disposable incomes from economic growth, which enables greater spending on lifestyle activities and drives higher visit frequency and spend.

Digital Touchpoints Drive Growth



The growing use of **social media, delivery platforms, and e-wallets** streamlines the consumer journey, enabling consumers to discover trends, place orders, and complete payments. This seamless experience expands brand reach, boosts sales conversion, and strengthens customer loyalty.

Policy Changes Reshape Competitive Dynamics



Government reforms are **reshaping the market by reducing opaque and unfair practices**. These changes level the competitive landscape, creating growth opportunities for smaller players and enabling chains to scale more sustainably in a transparent environment.

Barriers

Price Sensitivity Constrains Premium Segment Growth



While overall café spending is rising, Vietnamese consumers **remain price-sensitive in the premium segment**. Cautious spending habits and shifting priorities limit the growth of specialty and high-end offerings, driving a market shift toward more affordable mid-tier options.

Operational Challenges Reduce Profitability



Coffee shop operators **face slow capital recovery, high employee turnover, and intense competition** in a saturated market. In major cities, rental costs can account for up to xx percent of total expenses, placing significant pressure on margins and making sustainable growth more difficult.

Coffee Price Surge Pressures the Industry



Coffee prices have surged to record highs in 2024, consistently exceeding xx VND per kilogram due to supply chain disruptions, climate impacts, and stockpiling by farmers. This sharp increase is turning real coffee into a luxury item, squeezing both business margins and consumer demand.

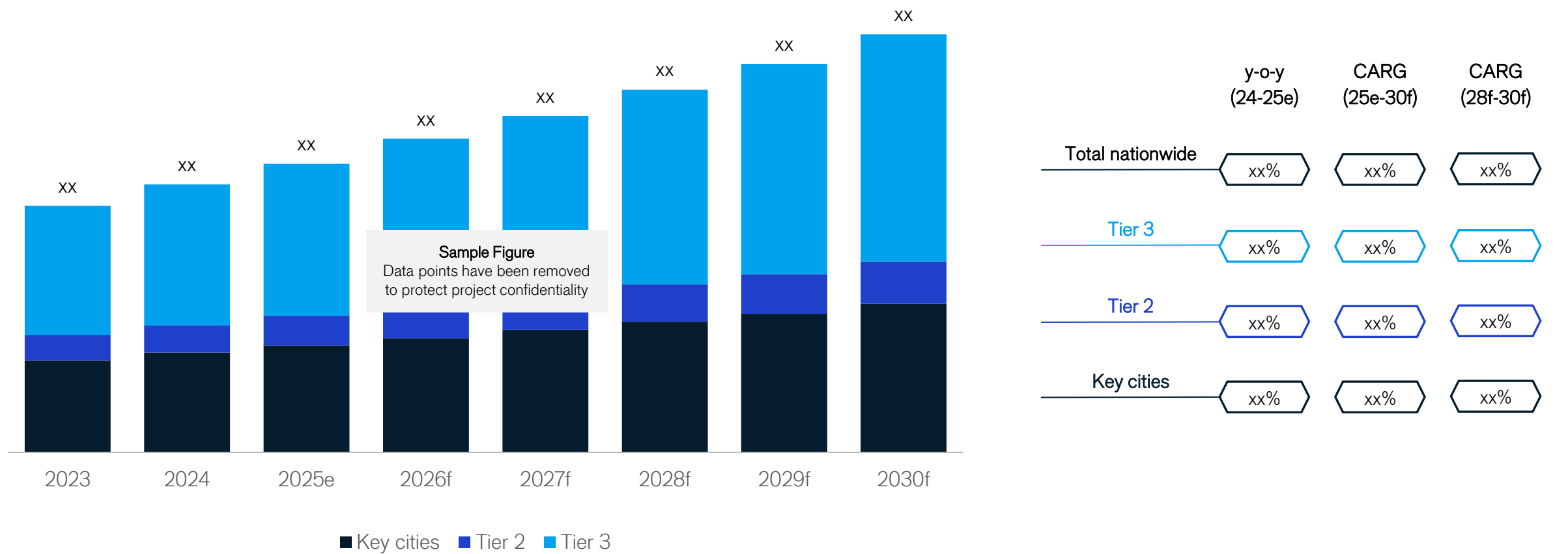
Market Value Projection



Coffee Shop Market Size Analysis (2025e-2030f)

With a xx% rise in 2025, Vietnam's coffee shop market is expected to continue growing through 2030 as companies begin looking into Tier 3 cities for future expansion

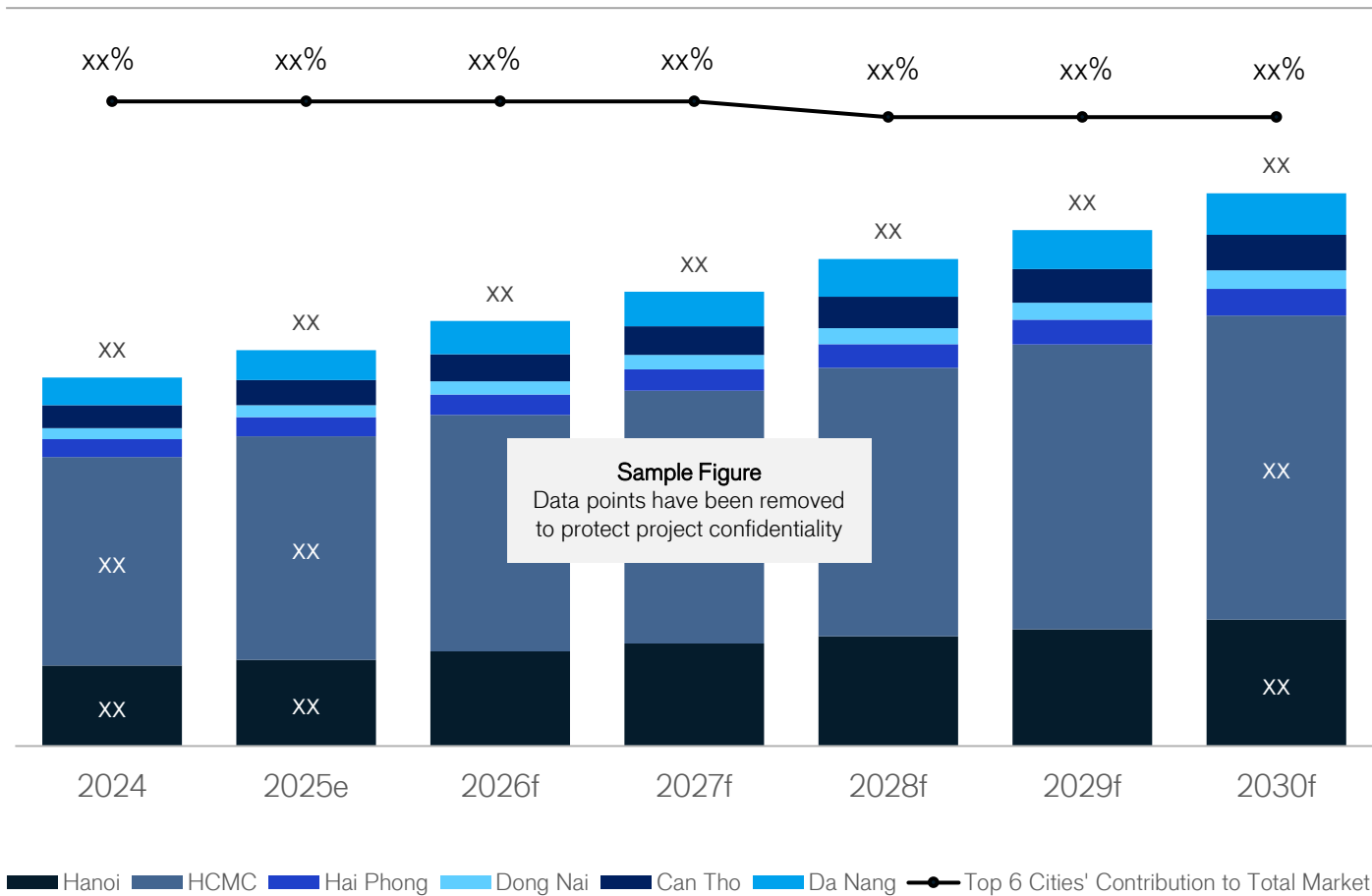
Coffee Shops Market Value in Vietnam, 2024-2030f (billion USD)



Analysis of Coffee Shop Market Size by City

HCMC is expected to continue as the leading market from 2024 to 2030, maintaining a dominant share of over xx% among the top 6 cities. Hanoi follows, representing more than xx% of the market

Market Size in Top 6 key cities, 2024-2030f (million USD)



Market Size in other provinces, 2025e-2030f (million USD)

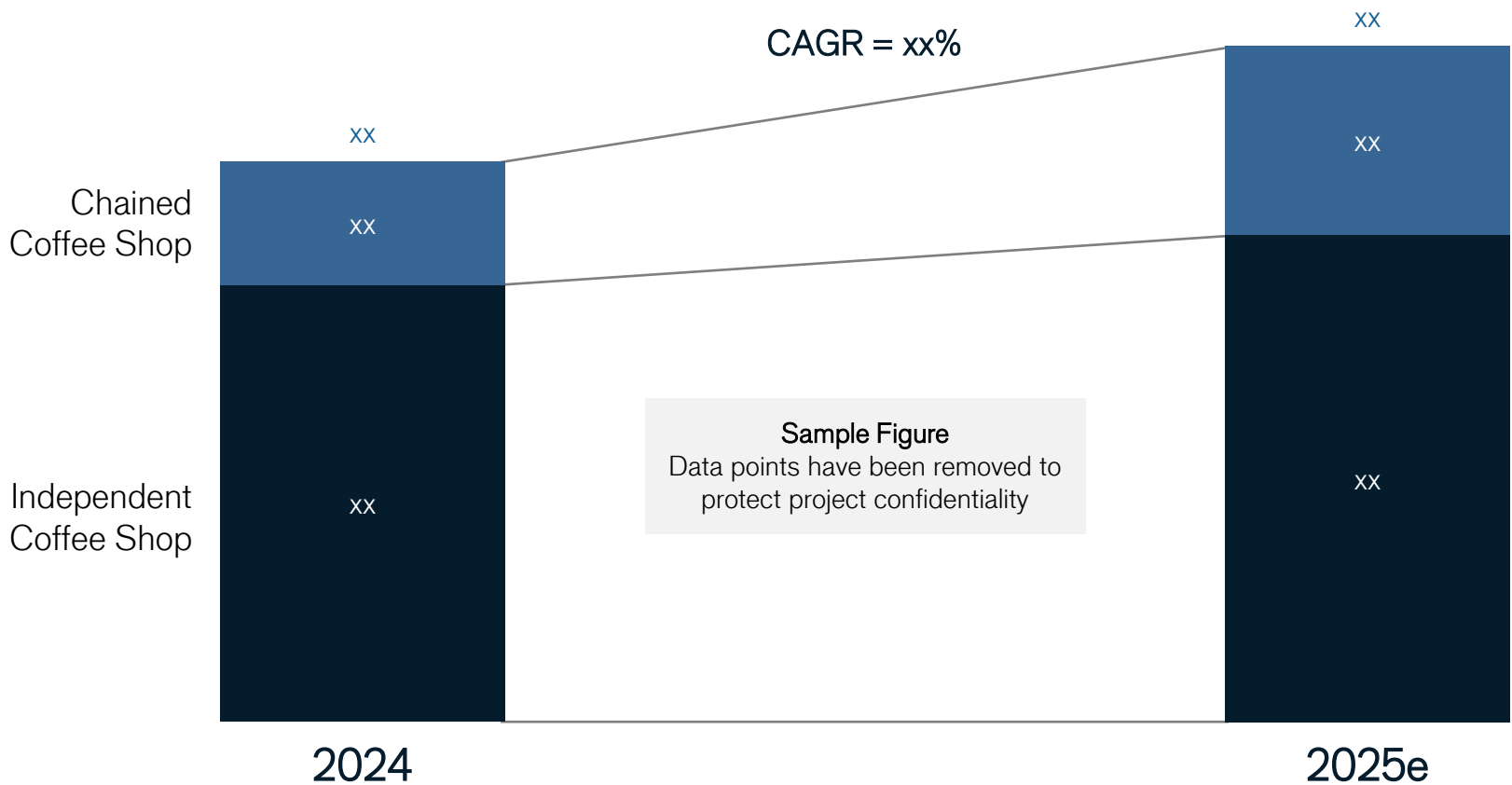
	Market Value in 2025e	Market Value in 2030f
Northern Vietnam	xx	xx
Red River Delta	xx	xx
North Central Coast	xx	xx
South Central Coast	xx	xx
Central Highlands	xx	xx
Southeast	xx	xx
Mekong River Delta	xx	xx

Note: The table does not include HCMC, Ha Noi, Hai Phong, Dong Nai, Can Tho, and Da Nang.

Coffee Shop Market Share by Consumption Channel

Independent coffee shops remain the dominant force in the coffee shop market. However, branded coffee chains are expected to gradually gain market share, reflecting a subtle shift in consumer preferences toward more standardized experiences

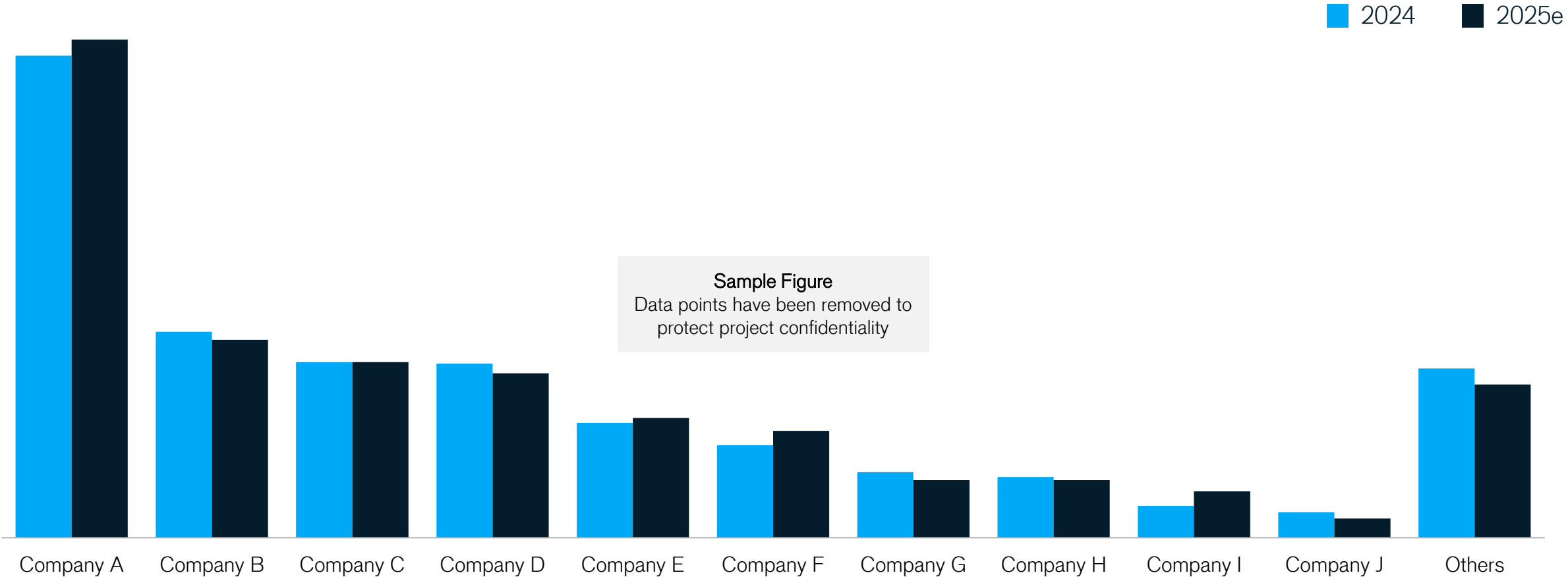
Market Share, 2024-2025e (million USD)



Branded Coffee Market Share by Key Players

Company A continues to hold a leading position in the branded coffee segment in 2025, building on its strong presence from the previous year. Meanwhile, emerging competitors like Company F and Company I are gaining momentum, reflecting increasing competition within the market

Market Share, 2024-2025e (%)



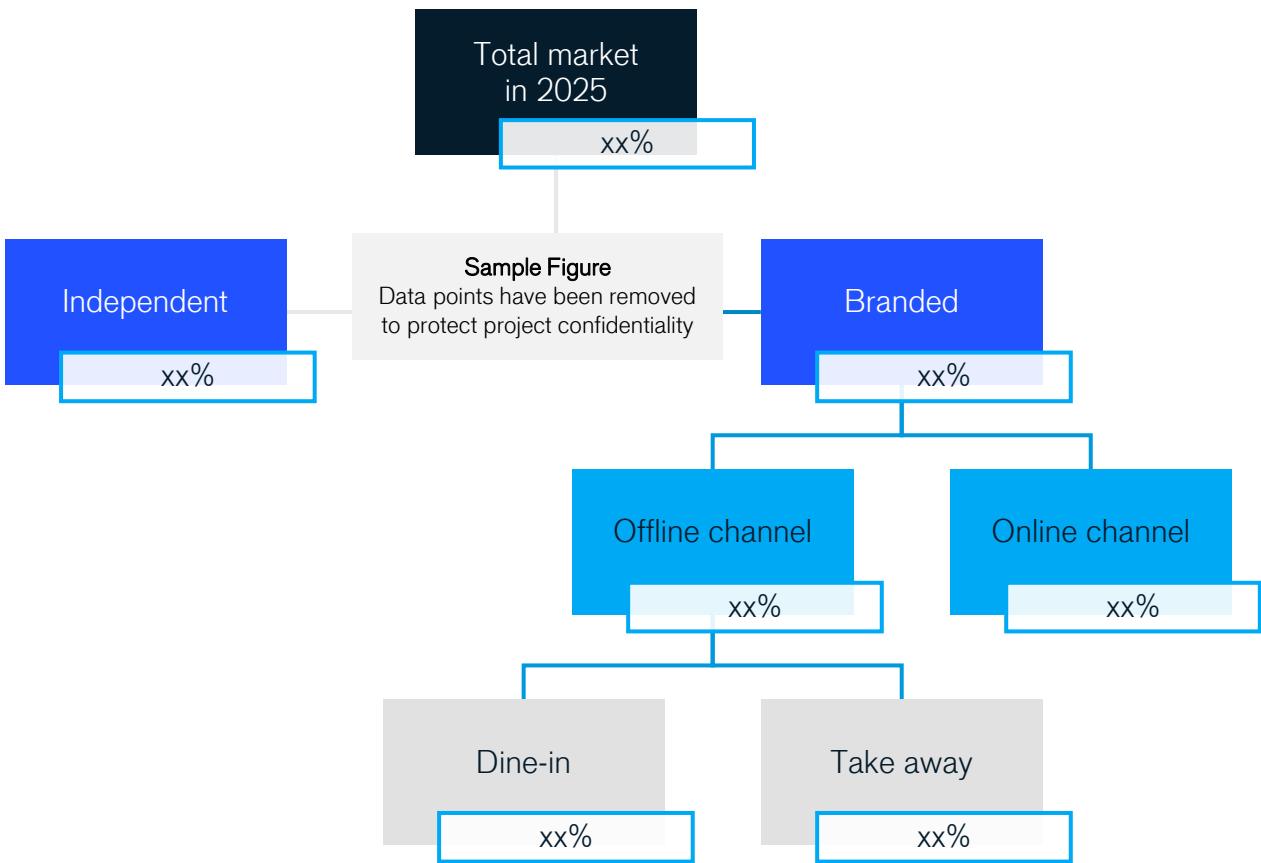
Online Channel



Breakdown Of Coffee Consumption Channels

The coffee shop market is evolving as consumer habits shift. While dine-in remains the main consumption mode, digital ordering and takeaway options are rising, driven by urban demand for speed and convenience

Revenue Breakdown of Branded Coffee Shops by Sales Channel, 2024-2025e (million USD)



Consumption Channels	% of Total Branded Market Value (2024)	% of Total Branded Market Value (2025e)	% of Share Changes (2024-2025e)
Online Channels	xx%	xx%	xx%
Offline Channels	Sample Figure Data points have been removed to protect project confidentiality		xx%
Dine-in	xx% (of xx%)	xx% (of xx%)	xx% (of xx%)
Order Takeaway	xx% (of xx%)	xx% (of xx%)	xx% (of xx%)

Top Platforms Voted as Favorite Online Channels in Vietnam, 2024

