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BEVERAGE SUB-PANEL

May 2014

The "Beverage Sub-panel" focuses on 8,316 qualified respondents from Vinaresearch panel. Statistical results go through:

1. Canned / bottled / boxed beverages used in the last 3 months (MA)
2. Often used beverages (MA)
3. The most often used beverages (SA)
4. Usage frequency (Matrix MA)
5. Main beverages buyer (Matrix MA)
6. Place of purchase (Matrix MA)

1. Canned/ bottled/ paper packaged bevarages used in the last 3 months. (MA) (n=8,316)

	Frequency	Percent
Total	8,316	100.0%
Bottled mineral water	6,556	78.8%
Soft drinks	6,435	77.4%
Fresh milk	6,153	74.0%
Beers	5,630	67.7%
Fruit juice	5,132	61.7%
Energy drinks	5,039	60.6%
Instant coffee	5,009	60.2%
Bottled green tea	4,887	58.8%
Tea bags	3,709	44.6%
Plant milk (Soy milk, sesame seed milk...)	3,398	40.9%
Yogurt	3,397	40.8%
Condensed milk	3,294	39.6%
Bird's nest drinks	3,095	37.2%
Frozen yogurt	3,088	37.1%
Honey	3,000	36.1%
Instant cereal powder	2,950	35.5%
Herbal tea / Fruit tea	2,637	31.7%
Fruit jelly	2,502	30.1%
Spirits and wine	2,492	30.0%
Grounded coffee	2,427	29.2%
Sparkling water	2,001	24.1%
Sport drinks	1,968	23.7%
Loose tea	1,962	23.6%
Powdered milk	1,930	23.2%
Cheese	1,832	22.0%
Mineral water	1,693	20.4%
Bottled coffee	1,479	17.8%
Fruit juice with milk	1,432	17.2%
Vegetable Juice	1,219	14.7%
Fruit alcoholic drinks	1,062	12.8%
Syrup	1,052	12.7%
Powdered beverages	825	9.9%
Special tea for weight loss, less Cholesterol	797	9.6%
Nutritional drinks (Chicken essence)	601	7.2%
Skimmed milk	401	4.8%
Others	246	3.0%

2. Often used beverages (MA) (n=8,316)

	Frequency	Percent
Total	8,316	100.0%
Bottled mineral water	5,815	69.9%
Soft drinks	5,290	63.6%
Fresh milk	5,080	61.1%
Beers	4,475	53.8%
Fruit juice	4,170	50.1%
Instant coffee	4,141	49.8%
Energy drinks	3,970	47.7%
Bottled green tea	3,969	47.7%
Tea bags	2,922	35.1%
Plant milk (Soy milk, sesame seed milk...)	2,620	31.5%
Yogurt	2,595	31.2%
Bird's nest drinks	2,339	28.1%
Condensed milk	2,320	27.9%
Frozen yogurt	2,319	27.9%
Honey	2,266	27.2%
Instant cereal powder	2,182	26.2%
Herbal tea / Fruit tea	1,913	23.0%
Grounded coffee	1,910	23.0%
Spirits and wine	1,766	21.2%
Fruit jelly	1,765	21.2%
Loose tea	1,571	18.9%
Sport drinks	1,514	18.2%
Sparkling water	1,425	17.1%
Powdered milk	1,347	16.2%
Mineral water	1,278	15.4%
Cheese	1,210	14.6%
Bottled coffee	1,142	13.7%
Fruit juice with milk	1,038	12.5%
Vegetable Juice	932	11.2%
Syrup	716	8.6%
Fruit alcoholic drinks	714	8.6%
Special tea for weight loss, less Cholesterol	583	7.0%
Powdered beverages	548	6.6%
Nutritional drinks (Chicken essence)	439	5.3%
Skimmed milk	295	3.5%
Others	160	2.0%

3. The most often used beverages (SA) (n=8,316) (Table 1)

	Frequency	Percent
Total	8,316	100.0%
Bottled mineral water	2,255	27.1%
Fresh milk	957	11.5%
Instant coffee	630	7.6%
Soft drinks	616	7.4%
Beer	363	4.4%
Grounded coffee	356	4.3%
Bottled green tea	345	4.1%
Fruit juice	278	3.3%
Tea bags	276	3.3%
Energy drinks	274	3.3%
Loose tea	267	3.2%
Plant milk (Soy milk, sesame seed milk...)	179	2.2%
Mineral water	157	1.9%
Yogurt	147	1.8%
Frozen yogurt	133	1.6%
Bottled coffee	116	1.4%
Herbal tea / Fruit tea	111	1.3%
Sport drinks	101	1.2%

3. The most often used beverages (SA) (n=8,316) (Table 2)

	Frequency	Percent
Total	8,316	100.0%
Honey	93	1.1%
Instant cereal powder	79	0.9%
Condensed milk	69	0.8%
Spirits and wine	68	0.8%
Powdered milk	67	0.8%
Sparkling water	57	0.7%
Bird's nest drinks	55	0.7%
Special tea for weight loss, less Cholesterol	43	0.5%
Fruit juice with milk	36	0.4%
Vegetable Juice	32	0.4%
Fruit jelly	24	0.3%
Nutritional drinks (Chicken essence)	16	0.2%
Skimmed milk	16	0.2%
Powdered beverages	14	0.2%
Cheese	11	0.1%
Fruit alcoholic drinks	11	0.1%
Syrup	10	0.1%
Others	54	0.6%

4. Usage frequency (Matrix MA) (n=8,316) (Table 1)

	Everyday	4-6 times per week	2-3 times per week	Once per week	1-3 times per month	Less than once per week
Total	6,085	5,762	6,847	6,022	4,915	3,353
Bottle mineral water	53.9%	19.1%	15.4%	9.0%	7.1%	6.7%
Fresh milk	26.2%	23.8%	24.5%	13.0%	9.9%	7.1%
Instant coffee	17.3%	15.6%	19.4%	11.6%	12.7%	12.1%
Loose tea	10.4%	6.6%	6.8%	3.5%	3.2%	3.5%
Grounded coffee	10.3%	6.8%	8.3%	6.0%	5.3%	6.4%
Fruit juice	10.3%	17.0%	23.3%	16.9%	12.9%	8.5%
Tea bags	10.2%	12.2%	16.2%	9.6%	9.3%	7.1%
Soft drinks	8.0%	17.5%	28.2%	22.6%	22.3%	16.7%
Plant milk (Soy milk, sesame seed milk...)	7.8%	12.1%	16.2%	10.3%	6.8%	4.7%
Yogurt	7.8%	11.4%	15.9%	10.7%	7.5%	5.1%
Honey	6.9%	7.0%	9.5%	11.0%	9.8%	11.5%
Bottled green tea	6.6%	14.7%	23.9%	16.3%	15.1%	8.4%
Mineral water	6.3%	6.2%	6.4%	4.0%	3.1%	3.9%
Frozen yogurt	6.1%	9.8%	13.8%	10.6%	7.5%	5.9%
Energy drinks	5.9%	12.5%	20.7%	18.1%	18.1%	16.8%
Condensed milk	5.0%	7.0%	11.9%	12.3%	13.6%	11.1%
Instant cereal powder	4.8%	8.2%	12.5%	9.1%	9.0%	10.1%
Powdered milk	4.7%	5.5%	7.3%	6.2%	5.4%	5.7%
Beer	4.5%	11.4%	18.7%	19.5%	25.1%	30.2%
Herbal tea / Fruit tea	3.9%	7.0%	11.6%	8.7%	8.8%	7.4%
Sport drinks	3.6%	5.3%	8.8%	6.9%	4.8%	5.6%
Bottled coffee	3.5%	4.6%	4.7%	4.0%	4.3%	6.8%
Bird's nest drinks	2.8%	6.5%	10.9%	11.4%	12.8%	14.8%
Cheese	2.3%	3.9%	6.4%	6.3%	7.0%	8.9%
Vegetable juice	2.3%	4.3%	5.8%	3.9%	2.7%	2.0%
Sparkling water	2.3%	5.3%	7.6%	7.7%	6.8%	7.3%
Fruit jelly	2.2%	5.5%	9.2%	9.8%	10.9%	8.8%
Spirits and wine	1.7%	4.3%	7.1%	8.8%	12.2%	15.6%
Special tea for weight loss, less Cholesterol	1.7%	2.6%	3.0%	2.8%	1.7%	2.5%
Fruit juice with milk	1.6%	4.7%	6.4%	5.1%	4.4%	3.3%
Nutritional drinks (Chicken essence)	1.2%	1.8%	2.1%	2.1%	1.2%	2.7%
Syrup	1.2%	2.6%	4.2%	4.2%	3.4%	3.5%
Powdered beverages	1.0%	2.0%	3.1%	2.9%	2.9%	3.7%

4. Usage frequency (Matrix MA) (n=8,316) (Table 2)

	Everyday	4-6 times per week	2-3 times per week	Once per week	1-3 times per month	Less than once per week
Total	6,085	5,762	6,847	6,022	4,915	3,353
Skimmed milk	0.9%	1.4%	1.5%	1.2%	1.0%	1.3%
Fruit alcoholic drinks	0.9%	1.5%	2.3%	3.4%	4.9%	9.5%
Others	1.0%	0.2%	0.2%	0.2%	0.4%	2.9%

5. Main beverages buyer (Matrix MA) (n =8,316)

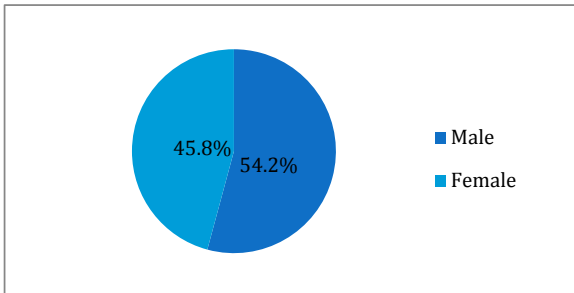
	Myself	My mother	My family member	Not my family member
Total	7,720	4,086	3,889	2,271
Bottle mineral water	58.9%	24.0%	19.3%	12.4%
Soft drinks	55.8%	16.6%	26.2%	19.1%
Fresh milk	49.5%	32.7%	21.1%	7.7%
Energy drinks	45.4%	12.1%	18.0%	14.9%
Beer	43.8%	8.8%	30.0%	31.9%
Bottled green tea	43.5%	16.1%	15.9%	11.1%
Fruit juice	41.6%	23.8%	18.2%	10.7%
Instant coffee	41.5%	21.5%	17.1%	11.5%
Yogurt	27.4%	16.9%	12.4%	4.5%
Plant milk (Soy milk, sesame seed milk...)	27.3%	18.4%	11.4%	4.4%
Tea bags	25.7%	21.5%	15.7%	10.3%
Frozen yogurt	24.3%	15.6%	12.3%	4.2%
Condensed milk	22.0%	23.1%	13.9%	4.8%
Herbal tea / Fruit tea	20.4%	13.0%	10.0%	6.3%
Bird's nest drinks	19.8%	19.0%	13.7%	11.3%
Grounded coffee	19.4%	9.9%	9.2%	7.4%
Instant cereal powder	19.4%	21.8%	11.2%	5.6%
Fruit jelly	18.6%	12.4%	11.1%	5.7%
Spirits and wine	18.5%	4.1%	13.1%	17.0%
Sport drinks	18.2%	4.4%	6.5%	5.9%
Honey	17.9%	23.6%	13.0%	6.6%
Sparkling water	15.9%	6.4%	9.0%	7.1%
Cheese	13.8%	9.5%	7.7%	3.2%
Mineral water	13.6%	6.6%	6.9%	4.8%
Powdered milk	13.5%	11.5%	8.5%	3.7%
Bottled coffee	12.1%	5.1%	5.9%	4.7%
Loose tea	11.4%	12.3%	11.5%	5.9%
Fruit juice with milk	11.4%	6.6%	4.6%	4.6%
Vegetable juice	8.9%	7.3%	4.1%	3.1%
Syrup	7.3%	5.6%	4.7%	3.4%
Fruit alcoholic drinks	7.3%	3.1%	5.8%	6.5%
Powdered beverages	5.8%	4.5%	3.7%	2.3%
Special tea for weight loss, less Cholesterol	5.7%	4.3%	3.0%	2.9%
Nutritional drinks (Chicken essence)	3.7%	4.0%	2.7%	2.2%
Skimmed milk	2.6%	2.4%	1.7%	1.5%
Others	1.9%	0.7%	0.7%	2.4%

6. Place of purchase (Matrix MA) (n = 8,316)

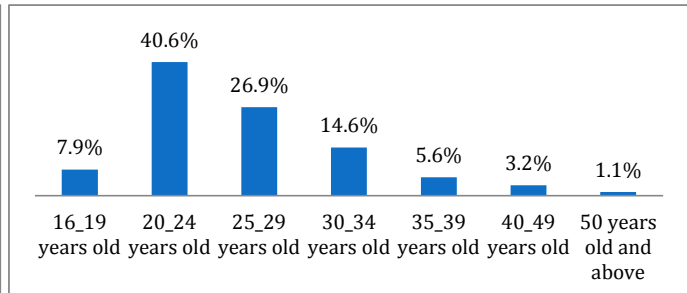
	Super- markets	Grocery stores	Convenienc e stores	Food shops	Markets	Beverage wholesaler s	Coffee shops
Total	6,070	6,199	4,058	2,575	2,766	3,101	3,063
Fresh milk	56.7%	43.3%	30.7%	12.7%	21.8%	23.0%	11.7%
Instant coffee	44.0%	38.7%	24.1%	10.3%	20.1%	13.9%	11.0%
Soft drinks	38.4%	45.0%	27.7%	22.3%	16.6%	16.9%	30.9%
Fruit juice	35.8%	21.3%	18.4%	14.4%	18.5%	8.8%	37.5%
Tea bags	35.2%	22.4%	16.3%	7.0%	15.8%	10.7%	6.2%
Bottle mineral water	35.0%	43.2%	29.8%	15.2%	15.9%	26.1%	16.5%
Bottled green tea	33.6%	39.2%	27.0%	19.1%	18.0%	15.8%	27.5%
Yogurt	31.4%	21.0%	16.1%	6.8%	10.7%	10.7%	6.1%
Energy drinks	29.5%	33.0%	21.3%	14.6%	12.0%	11.8%	22.2%
Frozen yogurt	28.5%	20.2%	14.3%	4.9%	8.1%	10.6%	3.8%
Plant milk (Soy milk, sesame seed milk...)	28.2%	19.8%	15.3%	10.1%	19.5%	11.0%	9.3%
Condensed milk	27.3%	24.6%	13.9%	3.6%	14.6%	8.2%	2.1%
Instant cereal powder	24.8%	15.3%	9.6%	4.0%	8.5%	5.5%	1.1%
Bird's nest drinks	23.8%	16.4%	9.7%	5.0%	8.4%	11.5%	4.7%
Beer	23.1%	30.6%	19.1%	28.0%	11.9%	25.0%	14.2%
Herbal tea / Fruit tea	20.3%	16.3%	13.0%	7.3%	9.9%	8.5%	9.0%
Cheese	19.7%	8.1%	6.5%	2.3%	4.6%	3.4%	0.9%
Fruit jelly	18.4%	12.6%	8.8%	5.8%	8.6%	4.7%	8.6%
Powdered milk	17.5%	9.9%	8.3%	3.9%	6.1%	9.1%	1.7%
Honey	17.4%	6.5%	6.1%	4.1%	9.6%	10.0%	1.5%
Grounded coffee	14.4%	11.4%	8.7%	5.7%	10.2%	13.0%	14.7%
Bottled coffee	13.7%	8.5%	8.6%	4.9%	6.3%	4.4%	3.7%
Loose tea	11.5%	12.5%	8.3%	5.2%	13.4%	8.5%	2.7%
Sport drinks	10.6%	10.5%	9.0%	6.1%	5.4%	4.8%	7.9%
Sparkling water	10.2%	10.2%	7.3%	4.9%	4.7%	5.2%	7.0%
Fruit juice with milk	9.6%	5.7%	5.5%	4.1%	4.7%	2.5%	7.1%
Spirits and wine	9.4%	9.5%	7.6%	11.0%	5.0%	8.9%	4.3%
Mineral water	7.7%	7.5%	5.2%	4.0%	3.4%	5.0%	3.3%
Syrup	6.5%	3.3%	3.4%	3.4%	4.2%	2.1%	5.2%
Powdered beverages	6.4%	4.0%	3.2%	1.1%	3.0%	1.3%	0.8%
Special tea for weight loss, less Cholesterol	6.3%	3.2%	4.0%	3.4%	2.6%	4.4%	1.3%
Fruit alcoholic drinks	6.2%	3.0%	2.1%	2.4%	2.3%	2.4%	2.1%
Vegetable juice	5.7%	3.0%	3.5%	5.1%	6.7%	2.2%	8.8%
Nutritional drinks (Chicken essence)	4.6%	1.6%	2.3%	2.1%	1.8%	2.1%	0.6%
Skimmed milk	3.2%	1.3%	1.5%	1.7%	1.5%	1.5%	0.4%
Others	0.9%	1.1%	0.4%	0.3%	0.7%	0.4%	0.9%

RESPONDENT PROFILE (n=8,316)

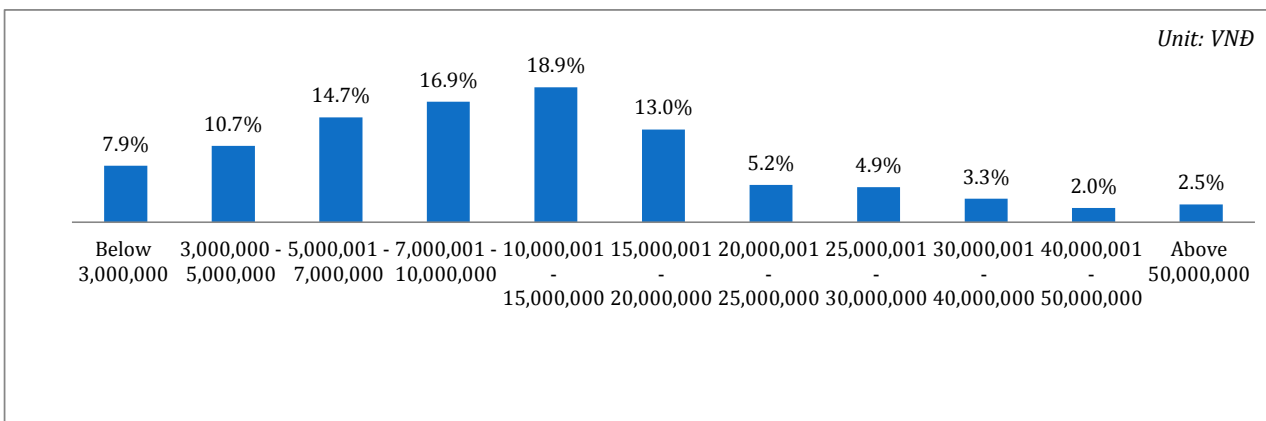
1. Gender



2. Age



3. Monthly household income



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