Analysis of Alcoholic Drinks market in Vietnam
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The alcoholic drinks market in Vietnam has existed for centuries as in all countries. But before the 1990 market remains local, so few products. At the time, the most consumed product is rice wine that is still his number 1 spot. In second place is the beer that can take first place in the near future. The consumption pattern changes with the new generation that prefers softer drinks.

Nowadays, the market has much more variety other than local products; we find a small share of imported products like French wine, Australian, Californian, strong alcohol like whiskey, brandy ... but who become beverages to fashion with a high growth rate.

That’s why we want to make a thorough study of the alcoholic drinks market in Vietnam to better understand market characteristics and its evolution. We have 7 categories of products most consumed: rice wine to 35 °, rice wine LUA MOI 40 °, wine Thang Long, Hanoi beer bulk, bottled beer Ha Noi, the Tiger Beer 330 ml, and Heineken from 1960 to 2010.

The efficient market hypothesis will be tested using the models of random walk or martingale. We use to verify or reject this hypothesis methodology bringing proven techniques from the analysis of random processes.

The analysis focuses on taking the logarithms of the most widely consumed alcoholic beverage in Vietnam. We have 7 annual series from 1960 to 2010: white alcohol (LAL), Alcohol Lua Moi (LLM), Beer Heiniken (LHE), Beer Pressure Hanoi (LPH), Tiger Beer (LTI), Beer Hanoi (NHS), and Thang Long Wine (LTL). (Source: Ministry of Commerce and Industry of Vietnam).