

Decision Lab F&B Rankings 2023



VIETNAM, JUNE 2023

About Decision Lab F&B Rankings 2023

The Decision Lab F&B Rankings 2023 is the ranking that continuously measures the overall brand health as it is the average of Impression, Quality, Value, Reputation, Satisfaction, and Recommendation.

This is the ranking for major brands in F&B with several outlets. F&B Businesses that understand their overall brand health can use this knowledge to improve their ranking, stand out in a crowded marketplace, establish a loyal customer base, increase brand awareness, and drive business growth.

Contact us to discover more about your brand's insights



Top 10 Ranked

Decision Lab F&B Index Rankings 2023

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Rank		Brand name	Score
1	(-)	KFC	29.6
2	(-)	Highlands Coffee	25.0
3	(+2)	Trung Nguyên Legend	20.2
4	(-1)	Lotteria	18.5
5	(+1)	Phuc Long Coffee and Tea	18.1
6	(+1)	The Coffee House	16.2
7	(-3)	McDonald's	15.3
8	(+2)	Jollibee	13.8
9	(-1)	Starbucks	13.1
10	(-1)	Pizza Hut	12.9

Top 5 Improvers

Decision Lab F&B Index Rankings 2023

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Rank	Brand name	Current Score	Previous Score	Change in Score
1	Jollibee	13.8	11.5	2.3
2	Trung Nguyên Legend	20.2	18.1	2.1
3	Highlands Coffee	25.0	24.3	0.7
4	Texas Chicken	6.6	6.3	0.3
5	Phuc Long Coffee and Tea	18.1	17.8	0.2

Methodology

The Decision Lab F&B Rankings 2023 are calculated using data collected from YouGov's online panel in Vietnam daily, from the flagship YouGov BrandIndex solution.

Every brand's performance is tracked daily against a range of metrics, and our Index score is calculated as the average of Impression, Quality, Value, Reputation, Satisfaction, and Recommendation.

Tracking period: 20th June 2022 – 19th June 2023

Compared to: 20th June 2021 – 19th June 2022

All brands must have a minimum sample size of 100 responses and have been tracked for at least two years to be included in the Rankings and the Improvers tables.

The scores are representative of the Vietnamese online adult population aged 18+.

All Index scores are rounded to a single decimal place.



About YouGov BrandIndex

Measure brand health, monitor growth, and track advertising to create an unbeatable strategy.

YouGov BrandIndex is an industry-leading brand health tracker. Use data from thousands of consumer interviews every day, from our fully owned panel of over 17 million+ registered members across 55+ markets, to give your business the edge it needs to succeed.

Access over a decade of historical brand data to chart your brand's - and your competitors' - trajectory, right up to the present day. Strategize your growth by analyzing and benchmarking your success against your goals, your competitors, and your entire market, with 16 vital brand health metrics as clear KPIs.

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About Decision Lab

Decision Lab is a company committed to driving new thinking and technology in marketing with Vietnam's most modern market research offering. Combining Decision Lab's thought leadership and problem-crunching capability with the industry's strongest data solutions provides a best-in-class offering for leading innovative brands that are ready to transform with changing market conditions.

Decision Lab is well-known for its thought leadership in digital media and the understanding of a new generation of consumers. It works with some of the most forward-thinking multinational and global brands and leading global tech giants.

Decision Lab is the exclusive partner of YouGov in Vietnam.

Reach out to us



2nd Floor – Sonatus Building,
15 Le Thanh Ton, District 1,
Ho Chi Minh City, Vietnam

+84 28 7101 0199

decision@decisionlab.co

www.decisionlab.co

