



Processed Fruit and Vegetables in Vietnam

December 2025

Table of Contents

Processed Fruit and Vegetables in Vietnam - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Canned fruit gains new occasions through café culture

INDUSTRY PERFORMANCE

Shelf stable fruit remains key driver in 2025

Fruit-based tea attracts rising interest in Vietnam, supporting sales in specific segments

WHAT'S NEXT?

Fresh food alternatives present rising competitive threat

Product origin increasingly scrutinised by consumers

Foodservice channel set to create aspirational demand

COMPETITIVE LANDSCAPE

Del Monte leads through high brand awareness and trust, while local companies compete through pricing

Halong Canned Food declines in 2025

CHANNELS

Small local grocers continues to lead thanks to accessibility and affordability

Online shopping becomes more ingrained in local lifestyles

CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025

Table 5 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025

Table 6 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025

Table 7 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025

Table 8 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025

Table 9 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030

Table 10 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030

Table 11 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

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Staple Foods in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Essentials remain resilient amid cost pressures and health-led upgrades

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Essential nature of staple foods ensure stable demand in 2025

Affordability remains key concern for local consumers

Sustainability trend slowly gains ground in 2025

WHAT'S NEXT?

Forecast period will see continued demand for staple foods

Food safety to see stricter controls in forecast period

Stakeholders increase focus on sustainable development

COMPETITIVE LANDSCAPE

Acecook leads, focusing on expansion and sustainability

Masan benefits from broad portfolio, while South Korean players gain greater visibility in Vietnam

CHANNELS

Shoppers still prefer to frequent local neighbourhood stores

E-commerce and modern grocery channel steal share from small local grocers

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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