



Eggs in Vietnam

February 2026

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Eggs in Vietnam - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Cost concerns increase due to economic instability and higher prices

INDUSTRY PERFORMANCE

Eggs remain a popular and affordable source of healthy protein in 2025

Eggs in Vietnam largely sold loose through local markets

WHAT'S NEXT?

Eggs set to register ongoing growth in the coming years

Branded eggs set to gain traction throughout the forecast period

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Wide availability of affordable fresh food supports growth

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Growth for fresh food in 2025 despite challenging economic climate

Local consumers retain a high level of confidence in fresh food over processed

Branded meat sees cautious acceptance

WHAT'S NEXT?

Positive outlook for Vietnamese fresh food in the years ahead

Regulations set to support improvements in the quality of fresh food

Imported goods will increase in popularity but face stricter controls

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