



Euromonitor
International

Fresh Food in Vietnam

February 2026

Table of Contents

Fresh Food in Vietnam

EXECUTIVE SUMMARY

Wide availability of affordable fresh food supports growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

CHANNELS

Small local grocers continue to dominate sales

E-commerce has scope for further growth as a distribution channel

MARKET DATA

Table 1 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 2 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Fresh Food by Category: Volume 2020-2025

Table 4 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Fresh Food by Category: Value 2020-2025

Table 6 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025

Table 9 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030

Table 10 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030

Table 11 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030

Table 12 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030

Table 13 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030

Table 14 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Eggs in Vietnam

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

Summary 2 - Major Processors of Eggs 2025

CATEGORY DATA

Table 15 - Total Sales of Eggs: Total Volume 2020-2025

Table 16 - Total Sales of Eggs: % Total Volume Growth 2020-2025

Table 17 - Retail Sales of Eggs: Volume 2020-2025

Table 18 - Retail Sales of Eggs: % Volume Growth 2020-2025

Table 19 - Retail Sales of Eggs: Value 2020-2025

Table 20 - Retail Sales of Eggs: % Value Growth 2020-2025

Table 21 - Retail Sales of Eggs by Packaged vs Unpackaged: % Volume 2020-2025

Table 22 - Forecast Total Sales of Eggs: Total Volume 2025-2030

Table 23 - Forecast Total Sales of Eggs: % Total Volume Growth 2025-2030

Table 24 - Forecast Retail Sales of Eggs: Volume 2025-2030

Table 25 - Forecast Retail Sales of Eggs: % Volume Growth 2025-2030

Table 26 - Forecast Retail Sales of Eggs: Value 2025-2030

Table 27 - Forecast Retail Sales of Eggs: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Fish and Seafood in Vietnam](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers shift to local products

INDUSTRY PERFORMANCE

Financial pressures impact consumer purchasing patterns in 2025

Manufacturers give greater attention to the domestic market

WHAT'S NEXT?

Fish and seafood will see steady growth throughout the forecast period

Recovery in exports expected to impact domestic market

Summary 3 - Major Processors of Fish and Seafood 2025

CATEGORY DATA

Table 28 - Total Sales of Fish and Seafood by Category: Total Volume 2020-2025

Table 29 - Total Sales of Fish and Seafood by Category: % Total Volume Growth 2020-2025

Table 30 - Retail Sales of Fish and Seafood by Category: Volume 2020-2025

Table 31 - Retail Sales of Fish and Seafood by Category: % Volume Growth 2020-2025

Table 32 - Retail Sales of Fish and Seafood by Category: Value 2020-2025

Table 33 - Retail Sales of Fish and Seafood by Category: % Value Growth 2020-2025

Table 34 - Retail Sales of Fish and Seafood by Packaged vs Unpackaged: % Volume 2020-2025

Table 35 - Forecast Total Sales of Fish and Seafood by Category: Total Volume 2025-2030

Table 36 - Forecast Total Sales of Fish and Seafood by Category: % Total Volume Growth 2025-2030

Table 37 - Forecast Retail Sales of Fish and Seafood by Category: Volume 2025-2030

Table 38 - Forecast Retail Sales of Fish and Seafood by Category: % Volume Growth 2025-2030

Table 39 - Forecast Retail Sales of Fish and Seafood by Category: Value 2025-2030

Table 40 - Forecast Retail Sales of Fish and Seafood by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Fruits in Vietnam](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Economic uncertainty results in strong demand for affordable local products

INDUSTRY PERFORMANCE

Affordable prices and health trends benefit sales

Improved quality as Vietnamese farmers compete with regional exporters

WHAT'S NEXT?

Development in logistics and rising health awareness will boost future demand for fruits

Imported fruit set to become more competitively priced

Summary 4 - Major Processors of Fruits 2025

CATEGORY DATA

Table 41 - Total Sales of Fruits by Category: Total Volume 2020-2025

Table 42 - Total Sales of Fruits by Category: % Total Volume Growth 2020-2025

Table 43 - Retail Sales of Fruits by Category: Volume 2020-2025

Table 44 - Retail Sales of Fruits by Category: % Volume Growth 2020-2025

Table 45 - Retail Sales of Fruits by Category: Value 2020-2025

Table 46 - Retail Sales of Fruits by Category: % Value Growth 2020-2025

Table 47 - Retail Sales of Fruits by Packaged vs Unpackaged: % Volume 2020-2025

Table 48 - Forecast Total Sales of Fruits by Category: Total Volume 2025-2030

Table 49 - Forecast Total Sales of Fruits by Category: % Total Volume Growth 2025-2030

Table 50 - Forecast Retail Sales of Fruits by Category: Volume 2025-2030

Table 51 - Forecast Retail Sales of Fruits by Category: % Volume Growth 2025-2030

Table 52 - Forecast Retail Sales of Fruits by Category: Value 2025-2030

Table 53 - Forecast Retail Sales of Fruits by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Meat in Vietnam](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Economic uncertainty results in strong price-sensitivity

INDUSTRY PERFORMANCE

Healthy growth for meat in Vietnam in 2025

Branded meat has become more widely accepted among higher earners

WHAT'S NEXT?

Growth predicted for meat in the years ahead

Premiumisation will remain a driving trend in the category

Summary 5 - Major Processors of Meat 2025

CATEGORY DATA

Table 54 - Total Sales of Meat by Category: Total Volume 2020-2025

Table 55 - Total Sales of Meat by Category: % Total Volume Growth 2020-2025

Table 56 - Retail Sales of Meat by Category: Volume 2020-2025

Table 57 - Retail Sales of Meat by Category: % Volume Growth 2020-2025

Table 58 - Retail Sales of Meat by Category: Value 2020-2025

Table 59 - Retail Sales of Meat by Category: % Value Growth 2020-2025

Table 60 - Retail Sales of Meat by Packaged vs Unpackaged: % Volume 2020-2025

Table 61 - Forecast Sales of Meat by Category: Total Volume 2025-2030
Table 62 - Forecast Sales of Meat by Category: % Total Volume Growth 2025-2030
Table 63 - Forecast Retail Sales of Meat by Category: Volume 2025-2030
Table 64 - Forecast Retail Sales of Meat by Category: % Volume Growth 2025-2030
Table 65 - Forecast Retail Sales of Meat by Category: Value 2025-2030
Table 66 - Forecast Retail Sales of Meat by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Nuts in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price of nuts impacted by climate change

INDUSTRY PERFORMANCE

Nuts remain a staple of Vietnamese cuisine
Social media activity boosts demand for imported nuts

WHAT'S NEXT?

Nuts predicted to see solid growth in the years ahead
Range of factors will support category growth
Summary 6 - Major Processors of Nuts 2025

CATEGORY DATA

Table 67 - Total Sales of Nuts by Category: Total Volume 2020-2025
Table 68 - Total Sales of Nuts by Category: % Total Volume Growth 2020-2025
Table 69 - Retail Sales of Nuts by Category: Volume 2020-2025
Table 70 - Retail Sales of Nuts by Category: % Volume Growth 2020-2025
Table 71 - Retail Sales of Nuts by Category: Value 2020-2025
Table 72 - Retail Sales of Nuts by Category: % Value Growth 2020-2025
Table 73 - Retail Sales of Nuts by Packaged vs Unpackaged: % Volume 2020-2025
Table 74 - Forecast Total Sales of Nuts by Category: Total Volume 2025-2030
Table 75 - Forecast Total Sales of Nuts by Category: % Total Volume Growth 2025-2030
Table 76 - Forecast Retail Sales of Nuts by Category: Volume 2025-2030
Table 77 - Forecast Retail Sales of Nuts by Category: % Volume Growth 2025-2030
Table 78 - Forecast Retail Sales of Nuts by Category: Value 2025-2030
Table 79 - Forecast Retail Sales of Nuts by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Pulses in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Climate change pushing up prices

INDUSTRY PERFORMANCE

Growth for pulses in 2025 as consumers seek healthy, affordable ingredients for cooking
Expansion of e-commerce benefits the category in 2025

WHAT'S NEXT?

Growth forecast over the forecast period

Health and wellness trends will support performance

Summary 7 - Major Processors of Pulses 2025

CATEGORY DATA

Table 80 - Total Sales of Pulses by Category: Total Volume 2020-2025

Table 81 - Total Sales of Pulses by Category: % Total Volume Growth 2020-2025

Table 82 - Retail Sales of Pulses by Category: Volume 2020-2025

Table 83 - Retail Sales of Pulses by Category: % Volume Growth 2020-2025

Table 84 - Retail Sales of Pulses by Category: Value 2020-2025

Table 85 - Retail Sales of Pulses by Category: % Value Growth 2020-2025

Table 86 - Retail Sales of Pulses by Packaged vs Unpackaged: % Volume 2020-2025

Table 87 - Forecast Total Sales of Pulses by Category: Total Volume 2025-2030

Table 88 - Forecast Total Sales of Pulses by Category: % Total Volume Growth 2025-2030

Table 89 - Forecast Retail Sales of Pulses by Category: Volume 2025-2030

Table 90 - Forecast Retail Sales of Pulses by Category: % Volume Growth 2025-2030

Table 91 - Forecast Retail Sales of Pulses by Category: Value 2025-2030

Table 92 - Forecast Retail Sales of Pulses by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Starchy Roots in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Food prices and packaged food pose challenges

INDUSTRY PERFORMANCE

Starchy roots remain a staple of Vietnamese cuisine

Shift in dietary behaviour poses a risk for volume sales of starchy vegetables

WHAT'S NEXT?

Growth forecast for starchy vegetables in the coming years

Sustainability measures may support stable supply

Summary 8 - Major Processors of Starchy Roots 2025

CATEGORY DATA

Table 93 - Total Sales of Starchy Roots by Category: Total Volume 2020-2025

Table 94 - Total Sales of Starchy Roots by Category: % Total Volume Growth 2020-2025

Table 95 - Retail Sales of Starchy Roots by Category: Volume 2020-2025

Table 96 - Retail Sales of Starchy Roots by Category: % Volume Growth 2020-2025

Table 97 - Retail Sales of Starchy Roots by Category: Value 2020-2025

Table 98 - Retail Sales of Starchy Roots by Category: % Value Growth 2020-2025

Table 99 - Retail Sales of Starchy Roots by Packaged vs Unpackaged: % Volume 2020-2025

Table 100 - Forecast Total Sales of Starchy Roots by Category: Total Volume 2025-2030

Table 101 - Forecast Total Sales of Starchy Roots by Category: % Total Volume Growth 2025-2030

Table 102 - Forecast Retail Sales of Starchy Roots by Category: Volume 2025-2030

Table 103 - Forecast Retail Sales of Starchy Roots by Category: % Volume Growth 2025-2030

Table 104 - Forecast Retail Sales of Starchy Roots by Category: Value 2025-2030

Table 105 - Forecast Retail Sales of Starchy Roots by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Sugar and Sweeteners in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers seek out lower-priced options

INDUSTRY PERFORMANCE

Growth for sugar, which remains a staple ingredient in the Vietnamese diet

Consumption of sugar remains stable despite downturn in economy

WHAT'S NEXT?

Optimistic forecast for sugar and sweeteners over the forecast period

Health-consciousness may undermine growth prospects in the coming years

Summary 9 - Major Processors of Sugar and Sweeteners 2025

CATEGORY DATA

Table 106 - Total Sales of Sugar and Sweeteners: Total Volume 2020-2025

Table 107 - Total Sales of Sugar and Sweeteners: % Total Volume Growth 2020-2025

Table 108 - Retail Sales of Sugar and Sweeteners: Volume 2020-2025

Table 109 - Retail Sales of Sugar and Sweeteners: % Volume Growth 2020-2025

Table 110 - Retail Sales of Sugar and Sweeteners: Value 2020-2025

Table 111 - Retail Sales of Sugar and Sweeteners: % Value Growth 2020-2025

Table 112 - Retail Sales of Sugar and Sweeteners by Packaged vs Unpackaged: % Volume 2020-2025

Table 113 - Forecast Total Sales of Sugar and Sweeteners: Total Volume 2025-2030

Table 114 - Forecast Total Sales of Sugar and Sweeteners: % Total Volume Growth 2025-2030

Table 115 - Forecast Retail Sales of Sugar and Sweeteners: Volume 2025-2030

Table 116 - Forecast Retail Sales of Sugar and Sweeteners: % Volume Growth 2025-2030

Table 117 - Forecast Retail Sales of Sugar and Sweeteners: Value 2025-2030

Table 118 - Forecast Retail Sales of Sugar and Sweeteners: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Vegetables in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers seeking healthy natural diets, benefiting vegetables

INDUSTRY PERFORMANCE

Vegetables remain a core element of Vietnamese diets

Wet markets remain the key channel for vegetables

WHAT'S NEXT?

Consumption of vegetables set to rise throughout the forecast period

Clean and organic vegetables to gain greater prominence in Vietnam

Summary 10 - Major Processors of Vegetables 2025

CATEGORY DATA

Table 119 - Total Sales of Vegetables by Category: Total Volume 2020-2025

Table 120 - Total Sales of Vegetables by Category: % Total Volume Growth 2020-2025

Table 121 - Retail Sales of Vegetables by Category: Volume 2020-2025

Table 122 - Retail Sales of Vegetables by Category: % Volume Growth 2020-2025

Table 123 - Retail Sales of Vegetables by Category: Value 2020-2025

Table 124 - Retail Sales of Vegetables by Category: % Value Growth 2020-2025

Table 125 - Retail Sales of Vegetables by Packaged vs Unpackaged: % Volume 2020-2025

Table 126 - Forecast Total Sales of Vegetables by Category: Total Volume 2025-2030

Table 127 - Forecast Total Sales of Vegetables by Category: % Total Volume Growth 2025-2030

Table 128 - Forecast Retail Sales of Vegetables by Category: Volume 2025-2030

Table 129 - Forecast Retail Sales of Vegetables by Category: % Volume Growth 2025-2030

Table 130 - Forecast Retail Sales of Vegetables by Category: Value 2025-2030

Table 131 - Forecast Retail Sales of Vegetables by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fresh-food-in-vietnam/report.