



Vegetables in Vietnam

February 2026

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Vegetables in Vietnam - Category analysis

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

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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

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