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**Country:** Vietnam

**Post:** Ho Chi Minh City

**Report Category:** Retail Foods

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**Report Highlights:**

Vietnam's food retail market consisted of over 665,000 outlets generating sale revenue of \$55 billion in 2023, up four percent compared to 2022. Although the global economic downturn has slowed growth, key retailers remain optimistic about the potential of Vietnam's retail market. Vietnam's young population, growing middle class, rising disposable incomes, and high demand for quality and safety are key growth drivers for U.S. food and beverage products in the retail market.

**Executive Summary:**

Vietnam’s Gross Domestic Product (GDP) growth rate slowed to five percent in 2023, down from 8 percent in 2022. High inflation and weaker export demand worldwide weighed on Vietnam’s export reliant economy. Global exports of consumer-oriented products to Vietnam rose eight percent in 2023 to \$13.9 billion. The United States exported \$939 million in consumer-oriented products to Vietnam in 2023, making it the second-largest supplier to Vietnam.

**Consumer-Oriented Agricultural Imports**

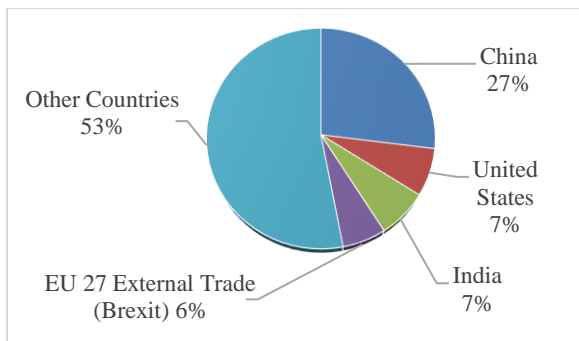


Chart 1: Top Exporting Countries to Vietnam

**Food Retail Industry:**

Vietnam’s food retail sales increased by four percent in 2023 to \$55 billion as consumers opted for home-dining and convenience. Traditional trade was still dominant, accounting for 84 percent of the retail value. However, modern trade and e-commerce led growth. Key retailers continued investing in Vietnam’s retail market and have aggressive plans to expand business in the coming years.

**Food Processing Industry:**

Vietnam’s food processing sector included 11,000 registered companies in 2023 valued at \$73.8 billion. The main processing products were seafood, meat, fruits, vegetables, dairy, and confectionary. Please see the most recent HRI GAIN Report [VM2024-005](#) for more details.

**Food Service Industry:**

Vietnam’s HRI market grew 51 percent in 2022 to \$24.6 billion. Despite a global economic slowdown in 2023, the sector nearly returned to pre-pandemic

revenue levels. Please see the most recent HRI GAIN Report [VM2023-0055](#) for more details.

**Quick Facts CY 2023**

**Imports of Consumer-Oriented Products**  
13.9 (US \$billion)

**List of Top 10 Growth Products in Host Country**

1. Chocolate & Cocoa	6. Fresh Fruits
2. Tree Nuts	7. Soup & Other Food Prep.
3. Non-Alcoholic Bev.	8. Beef & Beef Products
4. Dairy Products	9. Pork & Pork Products
5. Processed Vegetables	10. Poultry Meat & Prods

**Food Industry by Channels (U.S. billion)**

Retail Food Industry	\$55
Food Service-HRI	\$25
Food Processing	\$73.8
Food and Agriculture Exports	\$26.1

**Top 10 Host Country Retailers** (by sales)

Aeon	Winmart
MM Mega Market	Circle K
Tops Market – Go!	7 Eleven
Co-op Mart	Bach Hoa Xanh
Lotte Mart	GS25

**GDP/Population**

Population ( <i>millions</i> ):	99.6 million
GDP ( <i>billions USD</i> ):	430
GDP per capita ( <i>USD</i> ):	4,285

**Strengths/Weaknesses/Opportunities/Threats**

<i><b>Strengths</b></i>	<i><b>Weaknesses</b></i>
U.S. products are perceived as safe and of premium quality.	U.S. products are still more expensive than competitors due to higher tariffs and freight costs.
<i><b>Opportunities</b></i>	<i><b>Threats</b></i>
Growing market demand and increased focus on food quality and safety.	A combination of short supply and delays in shipments affects expansion of U.S. food and beverage products.

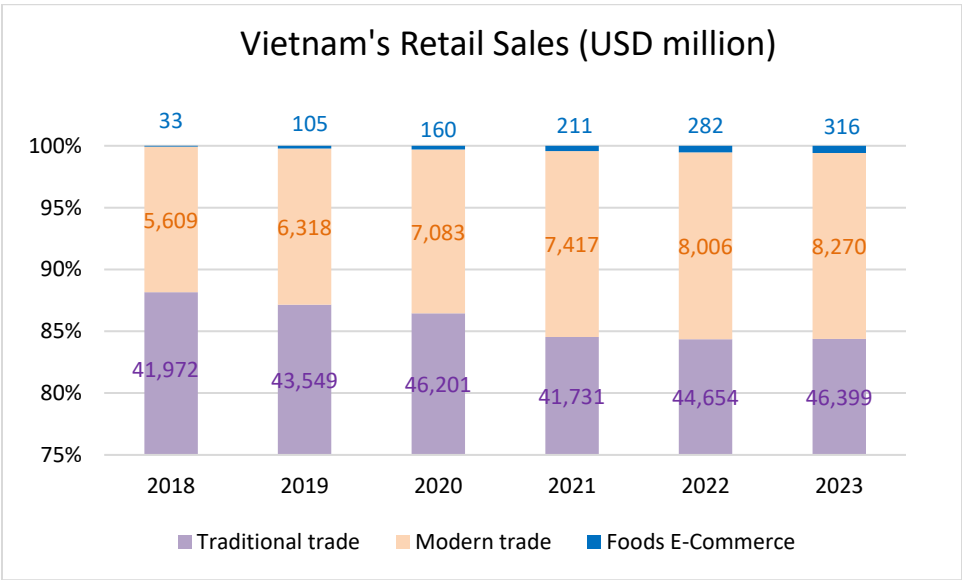
*Sources: Trade Data Monitor LLC., Vietnam General Statistics Office (GSO), Vietnam Customs, World Bank*

**Section 1: Market Summary**

Vietnam's economy recovered robustly after the COVID-19 pandemic with 8 percent GDP growth between 2012-2022. Vietnam's economic growth slowed to 5 percent in 2023 due to a decline in orders from key export markets. Economic growth picked up to 6.4 percent in the first half of 2024. The World Bank forecasts that the country's GDP growth rate will reach six percent by the end of 2024 and 6.5 percent in 2025.

According to Euromonitor International, Vietnam's food retail market consists of over 665,000 outlets, generating sale revenue of \$55 billion in 2023. Traditional shopping channels, including small local grocers and wet markets, remain the country's largest retail distribution channel with over 650,000 outlets nationwide. Traditional channels accounted for over 84 percent of total retail revenue in 2023 (see Chart 2). Modern trade, which covers 15,0000 supermarkets, hypermarkets, convenience stores, and specialty stores, has grown from 12 percent of the market in 2018 to 15 percent in 2023. E-commerce has also grown increasingly popular in recent years.

Chart 2: Vietnam's retail sales from 2018 - 2023



Source: Euromonitor International

## **Retail Market Trends:**

### ***Retailers stay optimistic amidst challenging situation***

Vietnam's food retail market grew four percent in 2023 to reach \$55 billion according to Euromonitor International. Although the economic slowdown weakened consumer demand, many retailers are optimistic about the retail market's future potential. 2024 has been a bustling year for modern trade in Vietnam. Many supermarket chains announced plans for expansion and opened new stores. The Japanese retailer Aeon just opened two supermarkets in Ho Chi Minh city and Hue city in September 2024, and it plans to open four more supermarkets in the North. The South Korean retailer eMart opened two supermarkets in Ho Chi Minh City in 2022 and it plans to open 20 new stores in the next five years. Fujimart, a joint venture between BRG Group from Vietnam and Sumitomo from Japan, opened ten new stores in Hanoi within nine months of 2024 and it plans more store openings over the next year. Similarly, Thailand's Central Retail Group inaugurated its 40<sup>th</sup> store in Ha Nam province in September 2024 and announced a plan to increase its presence from 40 provinces to 55 provinces in Vietnam over the next five years. The Vietnamese government also reduced the value added tax (VAT) from ten percent to eight percent in 2024 to stimulate consumer purchasing power.

### ***Consumers dine home more often***

Faced with high inflation and rising food costs, Vietnamese consumers have become more conscious about their spending. In particular, consumers are tightening their budget on non-essential items such as luxury electronics, fashion, and out of home entertainment. According to recent research from NielsonIQ, 62 percent of surveyed Vietnamese consumers in the first quarter of 2024 preferred to cook at home. While pricing remains an important factor in decision making, Vietnamese consumers are still willing to pay for premium products that guarantee quality, healthy, and safety. Supermarkets continue to expand their imported category, especially for products that have limited supply or cannot be produced locally, such as fruits (cherries, blueberries, apples), cheeses, and tree nuts. Organic and vegan products are also increasingly popular in Vietnam. These trends present opportunities for U.S. exporters to enter Vietnam's retail market since U.S. products are generally seen as having high standards for quality and safety.

### ***The boom of convenience trend and e-Commerce***

Rapid urbanization and busy lifestyles have caused Vietnamese consumers to prioritize convenience. Although small local stores still dominate (chart 3), consumers are beginning to switch from offline to online shopping to save time and e-Commerce platforms are flourishing, including the food and beverage segment. Most supermarket chains in Vietnam have developed their own e-Commerce applications or offer free home-delivery service to cater to this demand. TikTok promoted its e-Commerce site TikTok shops in 2023 and 2024, and it organized livestream events to sell fresh fruits including U.S. cherries and grapes directly to consumers for the first time. Consumers also prefer convenient products that reduce preparation time, such as ready-to-cook or ready-to-eat products. As a result, the frozen product category in supermarkets has been expanding in quantity and variety. Convenience store chains and minimarts are growing because they meet consumers' need for convenience.

**Technology upgrades in retail stores**

With a young population and widespread internet and smartphone coverage, Vietnamese consumers often adopt the latest trends in technology and apply it in their daily lives. Automatic vending machines selling food and beverages are also increasingly available in office buildings, airports, and other public areas. Cashless payment via Quick Response code (QR code) is widely used in most modern trade channels and is now expanding to traditional retail channels. The Vietnamese government has also organized many events to promote this new payment method, such as the first “Cashless Day 2024” on June 16 this year and it has established “Cashless Day” as an annual event for coming years.

Image 1: Cashless Day event in Vietnam



Source: Trang Tin Điện Tử Đảng Bộ Thành Phố Hồ Chí Minh [thanhuytphcm.vn](http://thanhuytphcm.vn)

**Advantages and Challenges**

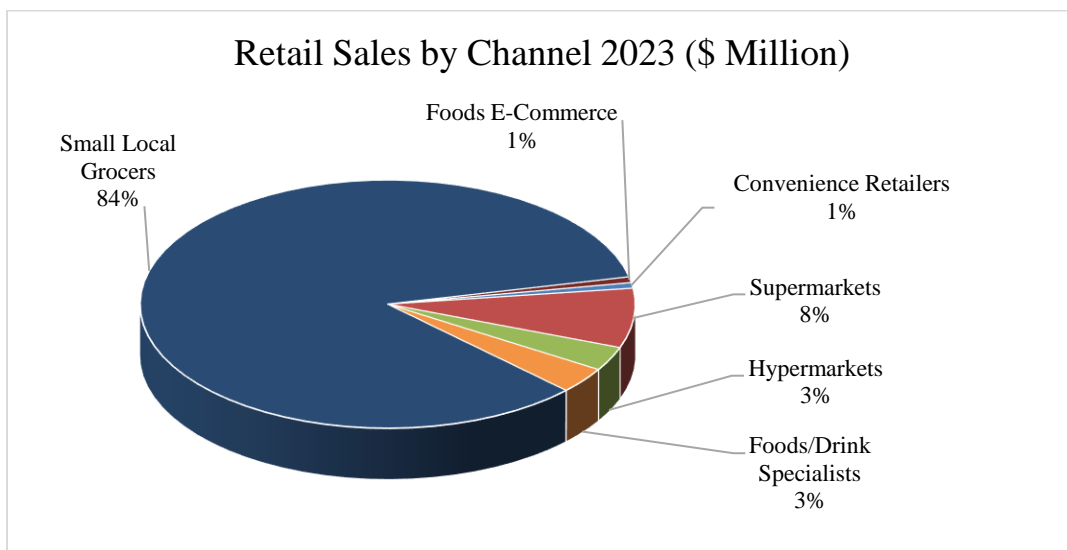
Table 1: Advantage and challenges of U.S. products to Vietnam’s retail market

ADVANTAGES	CHALLENGES
The growing number of modern retail chains increases opportunities for imported products, including those from the United States.	Most major international retailer chains in Vietnam are from Korea, Japan, and Thailand, and favor their own countries’ products.
Retailers frequently search for new-to-market products as they must update their portfolio to compete.	Importers tend to buy small quantities to test the market. U.S. companies are usually not willing to sell small quantities.
Vietnam’s continued economic integration and Free Trade Agreements give consumers more exposure to foreign products.	Many U.S. products face tariff disadvantages as the United States is the only major exporter without an FTA with Vietnam.

Food quality and safety concerns boost demand for imported food products, especially from developed countries.	Technical barriers to trade, sanitary and phytosanitary issues, and high tariffs limit imports of U.S. consumer-oriented products.
Consumers in Vietnam continue to view U.S. products as high quality and safe.	U.S. products remain expensive for middle-class households, especially in comparison to products from other FTA-partner countries such as Europe, Canada, Australia, and New Zealand.

## Retail Sales by Channel

Chart 3: Retail Market by Channel 2023



Source: Euromonitor International

## Section 2: Road Map for Market Entry

### Entry Strategy

Partnering with local importers continues to be the best channel for new U.S. exporters to enter Vietnam's retail sector. Complex regulations, costly and burdensome import procedures, high import tariffs, product shelf-life and other logistical concerns are some of the critical issues that local importers must handle. Therefore, most Vietnamese retailers prefer purchasing imported products from importers or distributors. Only a few of the largest retail chains can import food and beverage products directly from the United States.

Post recommends that new-to-market U.S. exporters refer to the [USDA GAIN reports for Vietnam](#), in particular, the [Exporter Guide](#) and the [Food and Agricultural Import Regulations and Standards \(FAIRS\)](#)

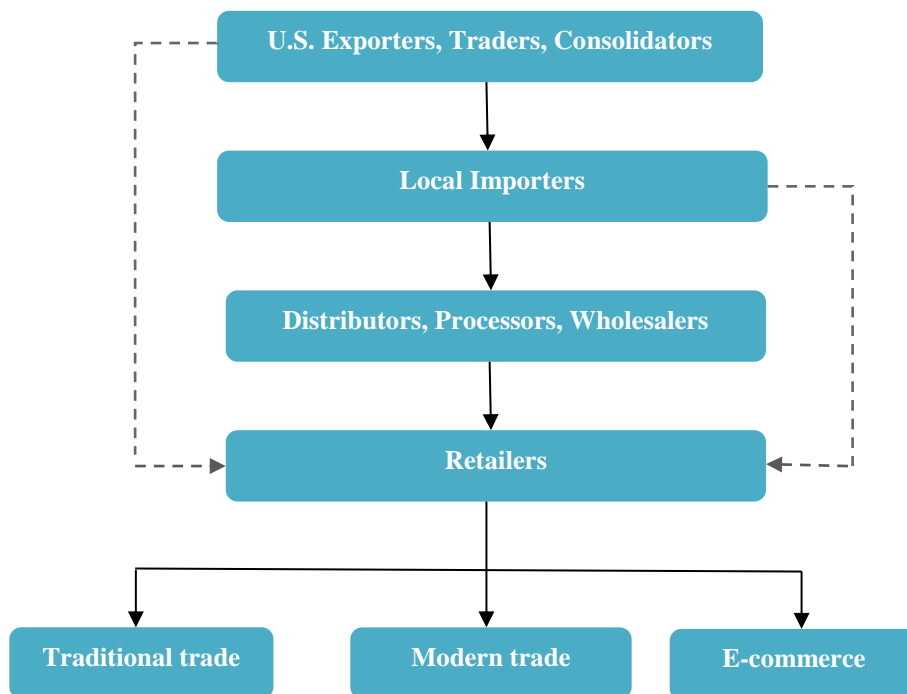
report, which provide practical information about Vietnam market, competition landscape, import procedures, and other business tips and customs.

In addition, U.S. exporters should also refer to the United States Department of Commerce's [Vietnam Country Commercial Guide](#) for further information about doing business in the Vietnam market.

## Market Structure

Most U.S. consumer-oriented products are initially distributed in retail food channels through local importers, distributors, wholesalers, and processors (Chart 4). When sale volumes reach a certain level, retailers will start importing directly to reduce costs. Currently, only some leading retailer chains such as MM Mega Market, Winmart, An Nam Gourmet, Klever Fruits, and Royal Seafood, are directly importing fresh fruits, meats, seafood, and processed products from the United States.

Chart 4: Distribution of U.S. products to Vietnam's retail market



## Company Profiles

Table 2: Major Modern Retail Chains in Vietnam

Hyper/Supermarkets	Convenience Stores
Aeon Mega Market ( <a href="http://www.aeon.com.vn">www.aeon.com.vn</a> )	7-Eleven ( <a href="http://www.7-eleven.vn">www.7-eleven.vn</a> )
Aeon Citimart ( <a href="http://www.aeonicitimart.vn">www.aeonicitimart.vn</a> )	Aeon Ministop ( <a href="http://www.ministop.vn">www.ministop.vn</a> )
An Nam Gourmet ( <a href="https://annam-gourmet.com/">https://annam-gourmet.com/</a> )	B's Mart ( <a href="https://bsmartvina.com">https://bsmartvina.com</a> )
BRG ( <a href="https://brggroup.vn/">https://brggroup.vn/</a> )	Bach Hoa Xanh ( <a href="http://www.bachhoaxanh.com">www.bachhoaxanh.com</a> )
Co-op Mart ( <a href="http://www.co-opmart.com.vn">www.co-opmart.com.vn</a> )	Farmers Market ( <a href="https://farmersmarket.vn">https://farmersmarket.vn</a> )
Co-op Xtra ( <a href="http://coopextra.net">http://coopextra.net</a> )	Circle K ( <a href="http://www.circlek.com.vn">www.circlek.com.vn</a> )
EMart ( <a href="http://www.emart.com.vn">www.emart.com.vn</a> )	Co.op Food ( <a href="http://coopfoodnq.vn/">http://coopfoodnq.vn/</a> )
Go! ( <a href="https://go-vietnam.vn/">https://go-vietnam.vn/</a> )	Co.op Smile ( <a href="https://coopsmile.vn">https://coopsmile.vn</a> )
Lotte Mart ( <a href="http://lottemart.com.vn">http://lottemart.com.vn</a> )	FamilyMart ( <a href="http://www.famima.vn">www.famima.vn</a> )
MM Mega Market ( <a href="http://mmvietnam.com">http://mmvietnam.com</a> )	GS25 ( <a href="http://gs25.com.vn">http://gs25.com.vn</a> )
Nam An Market ( <a href="https://namanmarket.com/">https://namanmarket.com/</a> )	T-mart ( <a href="https://tmartfood.vn/">https://tmartfood.vn/</a> )
Tops Market ( <a href="https://topsmarket.vn/">https://topsmarket.vn/</a> )	Winmart+ ( <a href="https://winmart.vn/">https://winmart.vn/</a> )
Winmart ( <a href="https://winmart.vn/">https://winmart.vn/</a> )	Fujimart ( <a href="https://fujimart.vn/">https://fujimart.vn/</a> )

Table 3: Major digital shopping platforms and delivery service providers

Digital shopping platform	Delivery service providers
Shopee ( <a href="http://www.shopee.vn">www.shopee.vn</a> )	AhaMove ( <a href="https://ahamove.com/">https://ahamove.com/</a> )
Lazada ( <a href="http://www.lazada.vn">www.lazada.vn</a> )	Be ( <a href="https://be.com.vn">https://be.com.vn</a> )
Tiki ( <a href="http://www.tiki.vn">www.tiki.vn</a> )	Grab Food ( <a href="https://food.grab.com">https://food.grab.com</a> )
Sendo ( <a href="http://www.sendo.vn">www.sendo.vn</a> )	GrabMart ( <a href="http://www.grab.com/vn/mart/">www.grab.com/vn/mart/</a> )
TikTok shop ( <a href="https://www.tiktok.com">https://www.tiktok.com</a> )	ShopeeFood ( <a href="https://shopeefood.vn/">https://shopeefood.vn/</a> )



### Section 3: Competition

Competition between imported and locally produced consumer-oriented products is fierce, as Vietnam is a major producer of agricultural products including pork, poultry, seafood, fruits, and vegetables, and packaged products. The Government of Vietnam has introduced many trade support programs to promote Vietnamese agricultural products, such as the “One Commune One Product” program (OCOP). This OCOP program aims to build a national branding and certification system for local specialties and help raise awareness of Vietnamese local products amongst Vietnamese and international consumers. Most local supermarket chains have favorable merchandising plan for Vietnamese products and regularly organize promotions to promote local products.

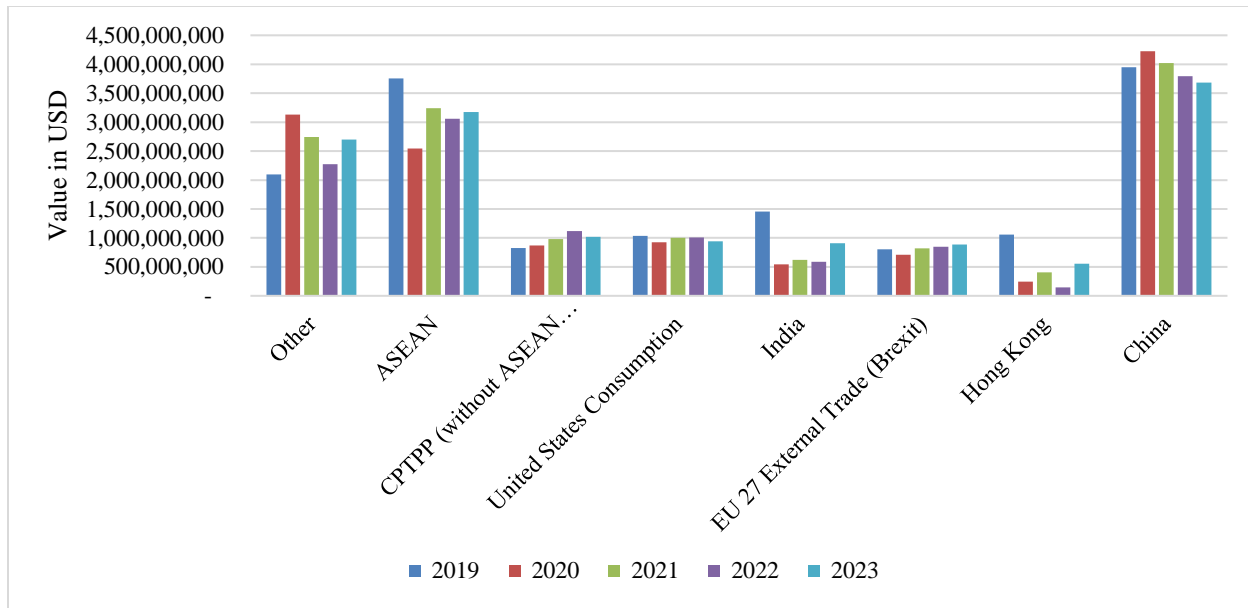
Image 2: OCOP promotion in supermarket



Source: <https://vov.vn/>

Competition between U.S. consumer-oriented products and major competitors is also becoming more intense. U.S food and beverage exporters are facing increased competition as Vietnam continues to phase in significant tariff reductions through numerous Free Trade Agreements (FTAs) including, but not limited to, the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), the European Union-Vietnam Free Trade Agreement (EVFTA), and the Regional Comprehensive Economic Partnership (RCEP). The United States remains the largest bilateral agricultural trading partner without an FTA with Vietnam. Please see the USDA GAIN report [VM2024-0014](#) for an analysis of tariff disadvantages facing U.S. products. Besides import tariffs, U.S. products entering supermarkets have to compete with the stores’ own branded products, especially when most of the leading supermarket chains in Vietnam are from Japan, Korean, and Thailand.

Chart 5: World Export of U.S. Consumer-Oriented Products to Vietnam



Source: Trade Data Monitor LLC.

## Section 4: Best Product Prospects

### Top Consumer-Oriented Products Imported from the World

In 2023, the export of consumer-oriented and seafood products to Vietnam reached \$16.5 billion, up six percent compared to the previous year. Top imported items include tree nuts, dairy products, fresh fruits, beef and beef products, fresh vegetables, soup and other food preparations and seafood products.

### Top Consumer-Oriented Products Imported from the United States

In 2023, Vietnam imported \$939 million of consumer-oriented products from the United States. The top consumer-oriented products imported by Vietnam from the United States in 2023 were tree nuts (pistachios, almonds, and walnuts), dairy products (milk powder, whey, lactose), poultry products, and fresh fruits (apples, cherries, and grapes).

### Products Present in Market with Good Sales Potential

Some U.S. product do not currently have significant sales in the market but have good potential. They include tree nuts (hazelnuts, chestnuts, pecans, and other nuts), cheeses, dog and cat foods, ginseng, dried and frozen fruits (prunes, frozen strawberries), and other packaged products. Demand for organic products is also on the rise, with over \$4.5 million of U.S. organic products exported to Vietnam in the first seven months of 2024.

### Products Not Present in Market with Good Sales Potential

Some U.S. products are hard to find in Vietnam but have potential in the market, such as U.S. pears and grapefruit.

## Product Not Present in Market due to Significant Barriers

There are some U.S. consumer-oriented products that have not been approved for market access to Vietnam, including lamb, white offal, beef bones with marrow, fresh fruits including mandarins, strawberries, plums, melons, and other fresh vegetables (except for potatoes).

Table 4: Global and U.S. Exports of Consumer-Oriented and Seafood Fish Products to Vietnam

Values in Million U.S. Dollars	Global Exports			U.S. Exports			U.S. Market Share		
	2021	2022	2023	2021	2022	2023	2021	2022	2023
<b>Consumer-Oriented-Products</b>									
Tree Nuts	1,927	1,517	2,181	167	173	238	9%	11%	11%
Dairy Products	1,343	1,301	1,188	276	224	147	21%	17%	12%
Poultry Meat & Prods. (ex. Eggs)	247	322	340	100	129	122	40%	40%	36%
Fresh Fruit	2,105	1,724	1,690	100	121	105	5%	7%	6%
Soup & Other Food Preparations	967	1,192	1,101	100	107	103	10%	9%	9%
Non-Alcoholic Bev. (ex. Juices, Coffee, Tea)	564	663	635	67	59	88	12%	9%	14%
Chocolate & Cocoa Products	144	127	125	77	44	52	53%	35%	42%
Beef & Beef Products	849	830	1,322	44	91	26	5%	11%	2%
Processed Vegetables	760	793	975	19	18	13	3%	2%	1%
Tea	259	161	113	14	3	11	5%	2%	10%
Pork & Pork Products	530	241	294	14	7	10	3%	3%	3%
Processed Fruit	148	189	195	8	12	7	5%	6%	4%
Bakery Goods, Cereals, & Pasta	344	420	385	5	5	4	1%	1%	1%
Condiments & Sauces	96	149	181	2	2	3	2%	1%	2%
Wine & Related Products	71	107	93	2	5	2	3%	5%	2%
Spices	429	396	285	0	1	2	0%	0%	1%
Distilled Spirits	476	375	424	3	3	1	1%	1%	0%
Eggs & Products	16	23	18	1	2	1	6%	9%	6%
Mfg. Tobacco	718	345	543	0	1	1	0%	0%	0%
Fresh Vegetables	1,157	1,107	1,179	0	0	1	0%	0%	0%
Beer	27	40	29	0	0	0	0%	0%	0%
Chewing Gum & Candy	75	107	98	0	0	0	0%	0%	0%
Coffee, Roasted and Extracts	52	71	51	0	1	0	0%	1%	1%
Meat Products NESOI	117	129	146	3	2	0	3%	2%	0%
Fruit & Vegetable Juices	19	27	29	0	0	0	2%	1%	1%
Nursery Products & Cut Flowers	363	434	180	0	0	0	0%	0%	0%
Dog & Cat Food	38	50	56	1	1	0	3%	2%	1%
<b>Agricultural Related Products</b>									
Seafood Products	2,108	2,716	2,610	74	72	71	4%	3%	3%

<b>Total</b>	15,949	15,556	16,466	1,079	1,084	1,009	7%	7%	6%
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Source: Trade Data Monitor LLC. and U.S. Census Bureau Trade Data

## Section 5: Key Contacts and Further Information

### U.S. Department of Agriculture - Foreign Agricultural Service

The first point of contact for updated reports and trade data is the USDA/FAS Web Page:

<https://fas.usda.gov/regions/vietnam>

FAS has two offices in Vietnam, one at the U.S. Embassy in Hanoi and the other at the U.S. Consulate General in HCMC. These two offices are located at the major political and economic hubs in Vietnam and actively assist U.S. exporters of agricultural and related products, including consumer-oriented food products and fishery products. U.S. exporters seeking assistance for market access issues or any other trade issues in Vietnam can contact FAS Vietnam through email: [aghanoi@usda.gov](mailto:aghanoi@usda.gov) or [atohochiminh@usda.gov](mailto:atohochiminh@usda.gov).

Agricultural Affairs Office Physical Address: 8th Floor, Diamond Plaza Building, 34 Le Duan Boulevard, District 1, Ho Chi Minh City, Vietnam <a href="http://www.fas.usda.gov">http://www.fas.usda.gov</a>	Phone: +84 28 3520 4634 Email: <a href="mailto:atohochiminh@usda.gov">atohochiminh@usda.gov</a>
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Additionally, U.S. exporters can contact [State Regional Trade Groups \(SRTGs\)](#) and/or [FAS Cooperators and Participants](#) for their valuable assistance.

### List of Ministries/Agencies Responsible for Food Policies:

[Ministry of Agriculture and Rural Development \(MARD\)](#)

[MARD/Plant Protection Department \(PPD\)](#)

[MARD/Department of Animal Health \(DAH\)](#)

[MARD/Directorate of Fisheries](#)

[Vietnam Food Administration \(VFA\)](#)

[Ministry of Trade and Industry \(MOIT\)](#)

### List of Government sources for data:

[General Department of Vietnam Customs](#)

[Vietnam National Administration of Tourism](#)

[National Assembly of Vietnam](#)

[American Chamber of Commerce in Vietnam](#)

### Useful Media Websites:

Vietnam News	<a href="http://vietnamnews.vnagency.com.vn/">http://vietnamnews.vnagency.com.vn/</a>
Saigon Times Daily	<a href="https://english.thesaigontimes.vn/">https://english.thesaigontimes.vn/</a>
Tuoi Tre News	<a href="http://www.tuoiitrenews.vn/">http://www.tuoiitrenews.vn/</a>
Vietnam Net News	<a href="https://vietnamnet.vn/en/">https://vietnamnet.vn/en/</a>
VN Express News	<a href="https://e.vnexpress.net/">https://e.vnexpress.net/</a>
Vietnam Agriculture	<a href="https://vietnamagriculture.nongnghiep.vn/">https://vietnamagriculture.nongnghiep.vn/</a>

**Attachments:**

No Attachments