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Report Highlights:

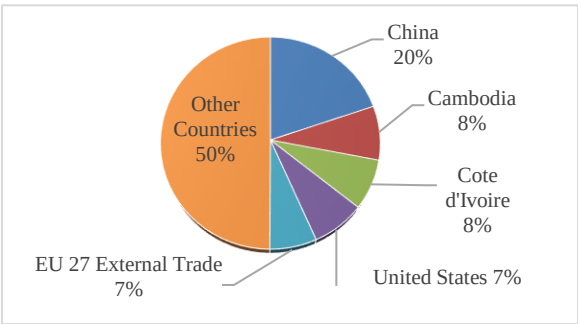
Vietnam's food retail sales grew five percent in 2025 to \$55.8 billion, even as consumers became more price-conscious. U.S. exports of consumer-oriented products rose ten percent to \$1.3 billion, led by strong growth in tree nuts. Continued retailer investment and the growing shift toward supermarkets, convenience stores, and e-commerce signal strong opportunities ahead for U.S. products.

Executive Summary

In 2025, Vietnam's economy maintained robust growth, with Gross Domestic Product (GDP) increasing by eight percent for the second consecutive year. Global exports of consumer-oriented products to Vietnam rose by 6.4 percent in 2025, reaching \$16.7 billion. U.S. exports of consumer-oriented products to Vietnam grew by ten percent to \$1.3 billion in 2025, making the United States the fourth-largest supplier to Vietnam.

Consumer-Oriented Agricultural Imports

Chart 1: Top Exporting Countries to Vietnam



Food Retail Industry

In 2025, Vietnam's food retail sales grew five percent to \$55.8 billion, as consumers became more price-conscious amid economic uncertainty. Traditional outlets — such as small independent grocers and wet markets — still dominated the market, accounting for 82 percent of retail value. However, supermarkets, convenience stores, and e-commerce platforms drove most of the sector's growth. Major retailers continued to invest heavily in Vietnam's retail market and announced aggressive plans to expand in the coming years.

Food Processing Industry

Vietnam's food processing industry reached \$88 billion in 2025, growing 11 percent year-on-year as processors expanded beyond re-exports to meet rising domestic demand. For more details, please refer to GAIN report [VM2026-0004](#).

Food Service Industry

Vietnam's food service sector demonstrated strong performance in 2024, with over 323,000 outlets generating \$26.6 billion in sales, according to Euromonitor. The sector is expected to maintain its

growth momentum in the coming years, supported by a large and youthful population, improving living standards, and a thriving tourism industry. Please see the most recent GAIN Food Service report [VM2025-0052](#) for more details.

Quick Facts CY 2025

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

List of Top 10 Growth Products in Host Country

Chocolate & Cocoa Products	Tobacco
Spices	Dog & Cat Food
Poultry meat & prods	Non-Alcoholic Bev. (ex. juices, coffee, tea)
Meat products NESOI	Chewing Gum & Candy
Processed fruits	Tree Nuts

Food Industry by Channels (U.S. billion)

Retail Food Industry	\$55.8
Food Service-HRI	\$26.6
Food Processing	\$88
Food and Agriculture Exports	\$62.4

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 (millions):	102 million
GDP (billions USD):	514
GDP per capita (USD):	5,026

Strengths/Weaknesses/Opportunities/Threats

Strengths	Weaknesses
U.S. products are perceived as safe and of premium quality.	U.S. products are still more expensive than competitors due to higher import tariffs and freight costs.
Opportunities	Threats
Growing market demand and increased focus on food quality and safety.	High inflation and currency fluctuations may reduce demand for U.S. products.

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

Section 1: Market Summary

Vietnam's economy continued to grow robustly in 2025, with GDP growth reaching eight percent—the highest in the Southeast Asia region. This momentum carried into 2026, with GDP growth in the first half of the year reaching 8.2 percent, building on the country's strong economic performance over recent decades. Reflecting this optimism, Standard Chartered Bank raised its 2026 GDP growth forecast for Vietnam in July 2026, from 7.2 percent to 9.5 percent, underscoring confidence in the country's trajectory. The Government of Vietnam (GVN) has set an ambitious target of ten percent average annual GDP growth over the next five years, aiming to raise GDP per capita from \$5,026 in 2025 to \$8,500 by 2030.

This optimism extends to Vietnam's retail sector, where strong purchasing power among the country's 102 million consumers continues to drive growth. According to Euromonitor International, Vietnam's food retail sector reached \$55.8 billion in 2025, a five percent increase over 2024. IMS Consumer Research, published in July 2026, also showed that Vietnamese consumers continued to spend more on essential items during the first half of 2026, including food and beverages, education, and healthcare. Foreign investment has continued to flow into the retail sector, with major players expanding operations and new entrants opening stores across the country. For example, Japanese retailer Aeon has identified Vietnam as its most important market after Japan and aims to open five more shopping malls in the country this year, in addition to tripling its Vietnam revenue by 2030. The latest entrant to Vietnam's retail market is Meiyijia, China's largest convenience store chain, which entered the Vietnam market under the brand name Ohmee in April 2026 and has quickly expanded to various retail locations.

Several factors threaten to dampen both economic growth and consumer confidence. Fuel costs have risen significantly in the first quarter of 2026, driving up transportation, food, and overall cost-of-living expenses. The same IMS survey found that inflation has been Vietnamese consumers' top concern over the past six months of this year, cited by 64 percent of respondents, ahead of pollution (39 percent) and unemployment (34 percent). More pressingly, the GVN has strengthened tax administration, imposing stricter management and penalties for tax declarations, audits, and invoicing across businesses of all types and sizes—from large to small, and from offline to online retailers. This has hit small businesses hard, particularly small local grocers such as mom-and-pop shops and wet market vendors, which together account for 82 percent of the retail market.

Image 1: Ohmee partnered with Petrolimex, Vietnam's largest petroleum company, to open convenience stores at petrol stations.



Source: [OhMee's Facebook page](#)

Advantages and Challenges

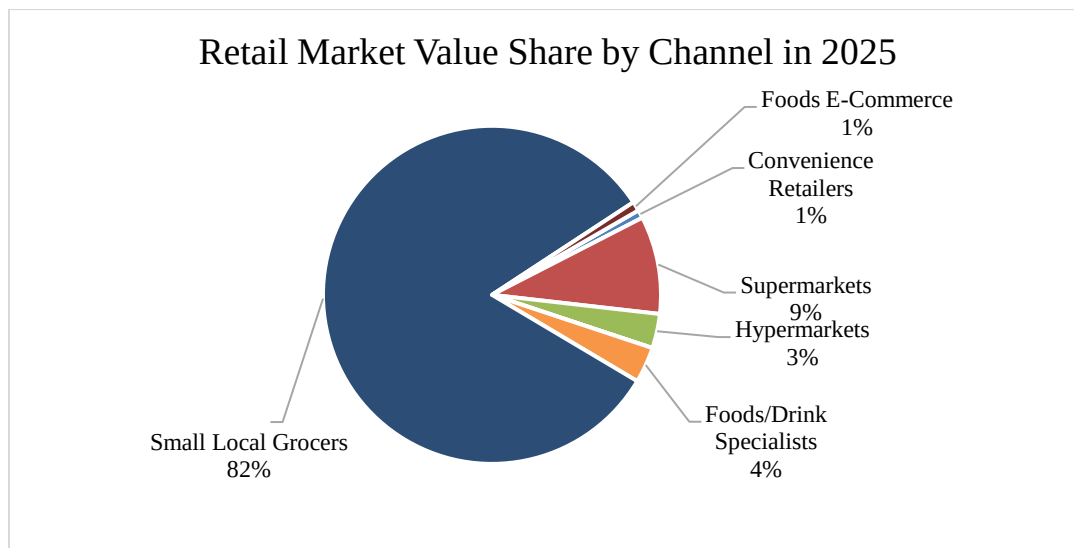
Table 1: Advantage and challenges of U.S. products to Vietnam's retail sector

ADVANTAGES	CHALLENGES
The growing number of modern retail chains increases the 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 are frequently searching for new-to-market products as they must update their portfolio in order to compete and cater rising consumers' demands.	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 its Free Trade Agreement (FTA) negotiations give consumers more exposure to foreign products in general.	Many U.S. products are still facing 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.	Some Vietnamese consumers perceive U.S. food products as overly industrialized and associated with less healthy options compared to other competitors.
Consumers in Vietnam continue to view U.S. products as high quality and safe. U.S. products are different from domestic products in varieties for good competition.	U.S. products remain expensive for middle-class households, especially in comparison to products from other FTA-partner countries such as the European Union, Canada, Australia, and New Zealand.

Retail Sales by Channel

Vietnam's retail landscape is shifting as traditional trade gives way to modern trade and e-commerce. Small local grocers' share of the total retail market slipped from 83 percent in 2024 to 82 percent in 2025. Convenience stores and minimarts, buoyed by their widespread presence across urban and suburban areas, have become an everyday shopping destination for Vietnamese consumers seeking quick and accessible purchases. Meanwhile, supermarkets and hypermarkets have carved out a different niche: rather than serving daily errands, they function as weekend destinations where families combine shopping with entertainment and leisure. Adding another layer to this transformation, food e-commerce continues to grow, offering consumers even greater convenience through easy accessibility and door-to-door delivery.

Chart 2: Retail Market Value Share by Channel in 2025



Source: Euromonitor International

Section 2: Road Map for Market Entry

Entry Strategy

Partnerships with local partners continue to be the best channel for new U.S. exporters entering Vietnam's retail sector. Complex regulations, costly and burdensome import procedures, product shelf-life, and other logistical concerns are among the critical issues that local importers must manage. Each retailer also requires a different investment scheme for listing products in their stores. Therefore, most Vietnamese retailers prefer purchasing imported products from importers or distributors; only a few of the largest retail chains import food and beverage products directly from the United States.

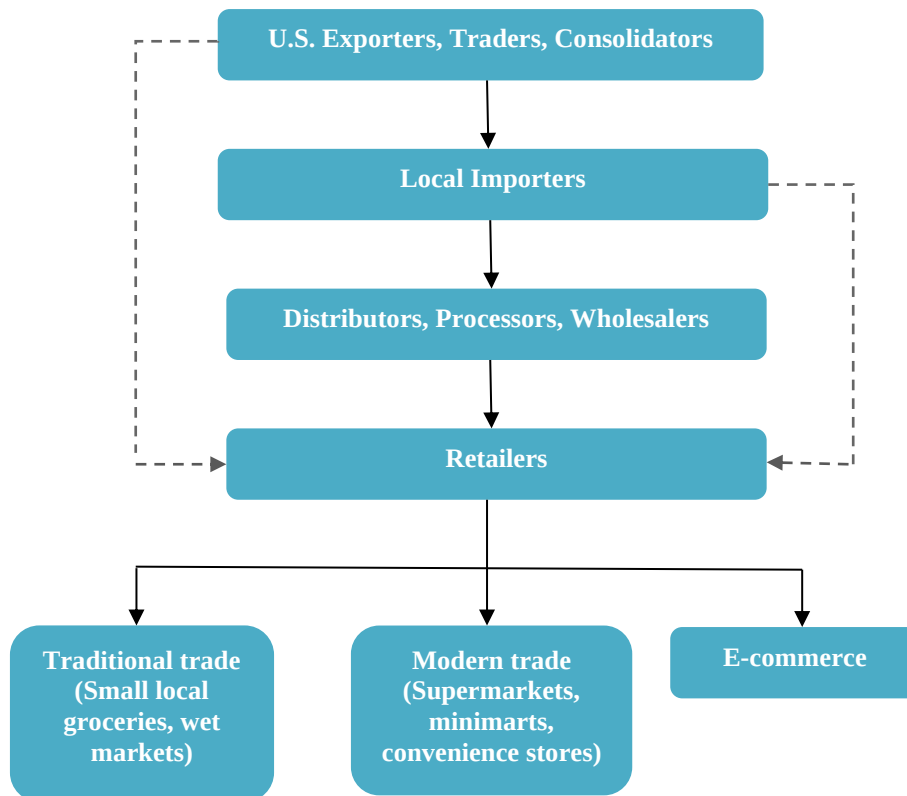
For new retail products, participating in trade shows—such as the annual Food and Hospitality events in Ho Chi Minh City and Hanoi, and Food Expo—is a good way to find potential importers and distributors. Post recommends that new-to-market U.S. exporters refer to the [USDA GAIN reports for Vietnam](#), particularly the [Exporter Guide Annual](#) and [the Food and Agricultural Import Regulations and Standards \(FAIRS\)](#) report, which provide practical information about the Vietnamese market, competitive landscape, import procedures, and other business tips and customs.

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

Market Structure

Most U.S. consumer-oriented products are initially distributed in retail food channels through local importers, distributors, wholesalers, and processors (Chart 3). When sales volume reaches a certain level of minimum order quantity, retailers will start importing directly to reduce costs. Currently, only some leading retailer chains such as MM Mega Market, Winmart, An Nam Gourmet, and Klever Fruits are directly importing fresh fruits, meats, seafood, and processed products from the United States.

Chart 3: Distribution of U.S. products to Vietnam's retail market



Company Profiles

Table 2: Major Modern Retail Chains in Vietnam

Hyper/Supermarkets	Mini Marts/Convenience Stores
Aeon Vietnam (www.aeon.com.vn)	7-Eleven (www.7-eleven.vn)
An Nam Gourmet (https://annam-gourmet.com/)	Aeon Ministop (www.ministop.vn)
Co-op Mart (www.co-opmart.com.vn)	Bach Hoa Xanh (www.bachhoaxanh.com)
Co-op Xtra (http://coopxtra.net)	Farmers Market (https://farmersmarket.vn)
eMart (www.emart.com.vn)	Circle K (www.circlek.com.vn)
Go! (https://go-vietnam.vn/)	Co.op Food (https://saigonco-op.com.vn/)
Lotte Mart (http://lottemart.com.vn)	Co.op Smile/ Cheers (https://coopsmile.vn)
MaxValu (https://aeonmaxvalu.aeon.com.vn/)	FamilyMart (www.famima.vn)
Menas Gourmet (https://menaselect.com/)	Fujimart (https://fujimart.vn/)
MM Mega Market (http://mmvietnam.com)	Hapro Food/BRG Mart (https://brgshopping.vn/)
Nam An Market (https://namanmarket.com/)	King Food Mart (https://kingfoodmart.com/)
Tops Market (https://topsmarket.vn/)	GS25 (http://gs25.com.vn)
Winmart (https://winmart.vn/)	Roots (https://roots.vn/)
	Ohmee (https://www.ohmee.vn/)
	T-mart (https://tmartfood.vn/)
	Satra Food (https://satrafoods.com.vn/)
	Winmart+ (https://winmart.vn/)

Table 3: Major digital shopping platforms and delivery service providers

Digital shopping platform	Delivery service providers
Shopee (https://shopee.vn/)	Aha Move (https://ahamove.com/)
Lazada (www.lazada.vn)	Be (https://be.com.vn)
Tiki (www.tiki.vn)	Grab Food (https://food.grab.com)
TikTok shop (https://www.tiktok.com)	GrabMart (www.grab.com/vn/mart/)
WinMart (https://winmart.vn/)	Shopee Food (https://shopeefood.vn/)
MM Pro (https://mmpro.vn/)	Green SM (https://www.greensm.com/)

Section 3: Competition

Imported and locally produced consumer-oriented products compete fiercely in Vietnam, as the country is a major producer of agricultural goods, including pork, poultry, seafood, fruits, vegetables, and packaged products. To support and promote Vietnamese agricultural products, the Government of Vietnam has introduced various trade support initiatives, such as the “One Commune One Product” (OCOP) program.

The OCOP program focuses on building a national branding and certification system for local specialties, aiming to increase awareness of Vietnamese products among both domestic and international consumers. Additionally, most local supermarket chains have implemented favorable merchandising plans for Vietnamese products and regularly organize promotional campaigns to boost sales of local goods.

In August 2025, Vietnam's Ministry of Industry and Trade (MOIT) issued Decision 2269/QĐ-BCT, approving the "Program for Domestic Market Development and Stimulating Consumption, Boosting the 'Vietnamese People Use Vietnamese Goods' Campaign for the 2025–2027 Period." This program seeks to achieve sustainable growth for Vietnam while supporting Vietnamese products and brands.

Image 2: Vietnamese Products Displayed in a Supermarket with the Signboards “Vietnamese People Prioritize Vietnamese Goods” and “Proud Vietnamese Goods”

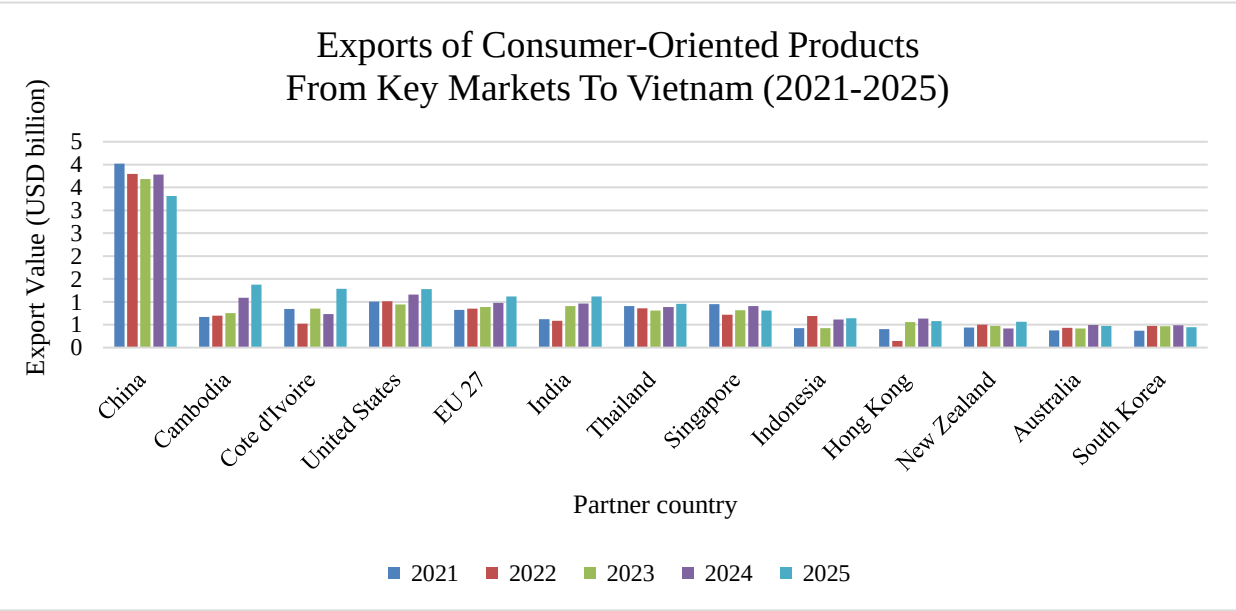


Source: *Tap Chi Cong Thuong* <https://tapchicongthuong.vn/>

Competition between U.S. consumer-oriented products and those of major competitors is also intensifying. U.S. food and beverage exporters face increased competition in the market as Vietnam continues to phase in significant tariff reductions under numerous Free Trade

Agreements. Vietnam has signed a number of FTAs with major trade partners around the world, including 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 Vietnam's largest bilateral agricultural trading partner without an FTA. Please see USDA GAIN report [VM2024-0014](#) for analysis on the tariff disadvantages facing U.S. products. Beyond import tariffs, U.S. products entering supermarkets must compete with stores' preferred private-label products, particularly since most of Vietnam's leading supermarket chains are Japanese, Korean, and Thai-owned.

Chart 4: Exports of Consumer-Oriented Products from key markets to Vietnam (2021-2025)



Source: Trade Data Monitor LLC.

Section 4: Best Product Prospects

Top Consumer-Oriented Products Imported from the World

In 2025, the export of consumer-oriented and seafood products to Vietnam reached \$20 billion, up nine percent compared to the previous year. Top imported items from the world include tree nuts, seafood, dairy products, fresh fruits, beef and beef products, fresh and processed vegetables, and soup and other food preparations.

Top Consumer-Oriented Products Imported from the United States

In 2025, Vietnam imported \$1.4 billion worth of consumer-oriented and seafood products from the United States, marking a 14 percent increase compared to 2024. The leading imports from the

United States to Vietnam included tree nuts (such as pistachios, almonds, and walnuts), dairy products (including milk powder, whey, and lactose), poultry products, and fresh fruits (such as apples, cherries, and grapes).

Products Present in Market with Good Sales Potential

Some U.S. products are not present in significant quantities but have good sales potential. They are tree nuts (hazelnuts, chestnuts, pecans, and other nuts), cheeses, dog and cat foods, ginseng, dried and frozen fruits (prunes, frozen strawberries, etc.), and other packaged products.

Products Not Present in Market with Good Sales Potential

Some U.S. products are hard to find in Vietnam but can have good potential in the market, such as U.S. pears, peaches, nectarines, and grapefruits.

Products 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 (such as mandarins, strawberries, plums, and melons), and other fresh vegetables (except for potatoes).

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

Values in Million U.S. Dollars	Global Exports			U.S. Exports			U.S. Market Share		
Consumer-Oriented-Products	2023	2024	2025	2023	2024	2025	2023	2024	2025
Bakery Goods, Cereals, &	386	427	458	3	3	3	0.93%	0.71%	0.85%
Beef & Beef Products	1,330	1,407	1,441	26	43	39	1.99%	3.08%	2.73%
Beer	31	37	39	-	-	-	0.07%	0.05%	0.07%
Chewing Gum & Candy	97	113	102	-	-	-	0.17%	0.27%	0.32%
Chocolate & Cocoa Product	125	172	226	51	60	60	41.22%	35.24%	26.57%
Coffee, Roasted and Extra	50	104	142	-	-	-	0.57%	0.15%	0.03%
Condiments & Sauces	181	135	160	2	5	4	1.42%	3.71%	3.02%
Dairy Products	1,194	1,227	1,465	147	126	149	12.34%	10.3%	10.18%
Distilled Spirits	427	446	360	1	1	-	0.27%	0.29%	0.06%
Dog & Cat Food	55	63	66	-	-	-	0.62%	1.36%	0.51%
Eggs & Products	18	16	19	1	1	-	7.88%	6.8%	0.12%
Fresh Fruit	1,701	1,906	1,589	104	126	91	6.17%	6.63%	5.73%
Fresh Vegetables	1,184	1,193	884	-	1	-	0.07%	0.11%	0.09%
Fruit & Vegetable Juices	28	35	35	-	-	-	1.31%	1.18%	0.77%
Meat Products NESOI	150	199	243	-	-	-	0.13%	0.32%	0.21%
Mfg. Tobacco	570	677	742	-	1	2	0.1%	0.19%	0.39%
Non-Alcoholic Bev.	825	882	874	88	93	94	10.71%	10.54%	10.82%
Nursery Products & Cut Flowers	180	176	158	-	-	-	0.07%	0.07%	0.05%
Pork & Pork Products	293	326	361	10	9	9	3.46%	2.86%	2.63%
Poultry Meat & Prods.	341	427	379	121	157	112	35.57%	36.88%	29.68%
Processed Fruit	196	232	225	7	8	9	3.76%	3.44%	4.06%
Processed Vegetables	972	1,058	1,059	13	12	13	1.38%	1.14%	1.28%
Soup & Other Food Preparation	1,102	1,116	1,108	103	98	93	9.37%	8.84%	8.42%
Spices	286	365	383	1	1	2	0.68%	0.34%	0.54%
Tea	112	70	72	11	8	7	10.08%	12.42%	10.72%
Tree Nuts	2,248	2,809	4,044	237	393	582	10.57%	14.02%	14.39%
Wine & Related Products	92	82	80	2	3	1	2.61%	4.81%	2.14%
Consumer Oriented Total	14,190	15,718	16,727	939	1,159	1,280	6.62%	7.38%	7.65%
Seafood Products	2,629	2,731	3,398	70	64	113	2.7%	2.36%	3.35%

Source: Trade Data Monitor LLC.

Note: '-' indicates values under \$500,000; percentages are calculated from unrounded figures.

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 Ho Chi Minh City. These two offices are located at the major political and economic hubs of 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 or atohochiminh@usda.gov.

Agricultural Affairs Office	Phone: +84 28 3520 4634
8th Floor, Diamond Plaza Building, 34 Le Duan Boulevard, Saigon Ward, Ho Chi Minh City, Vietnam	Email: atohochiminh@usda.gov https://www.fas.usda.gov/

Additionally, U.S. exporters can contact [State Regional Trade Groups \(SRTGs\)](#) and/or [FAS Cooperators and Participants](#) for their assistance in exporting and promoting U.S. products to Vietnam.

List of Ministries/Agencies Responsible for Food Policies:

[Ministry of Agriculture and Environment \(MAE\)](#)

[MAE/Plant Production and Protection Department \(PPPD\)](#)

[MAE/Department of Livestock Production and Animal Health](#)

[MAE/Department of Fisheries and Fisheries Surveillance \(DFiS\)](#)

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

[Ministry of Industry and Trade](#)

List of Government sources for data:

[General Department of Vietnam Customs](#)

[Vietnam National Authority of Tourism \(VNAT\)](#)

[National Assembly of Vietnam](#)

Useful Media Websites:

[Vietnam News](#)

[Tuoi Tre News](#)

[Vietnam Net News](#)

[VN Express News](#)

[Vietnam Agriculture](#)

Attachments:

No Attachments