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Report Name: Food Service - Hotel Restaurant Institutional Annual

Country: Vietnam

Post: Ho Chi Minh City

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Prepared By: Minh Nguyen

Approved By: Travis Stahl

Report Highlights:

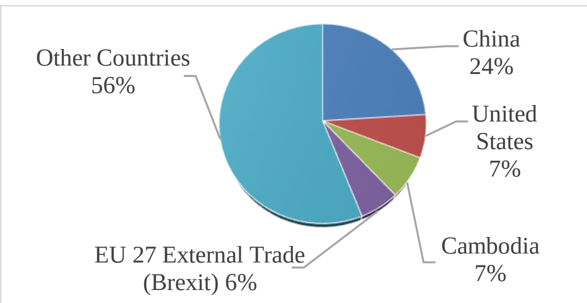
Vietnam's food service sector performed strongly in 2024, with more than 323,000 outlets generating $26.6 billion in sales, according to Euromonitor. Despite ongoing economic uncertainties and challenges, the sector is expected to maintain its growth momentum in the coming years, supported by a large and youthful population, improving living standards, and a thriving tourism industry. These factors continue to make Vietnam an attractive market for food service operators and investors.

Executive Summary:

In 2024, Vietnam's economic growth rebounded, with a GDP growth rate of 7.1 percent, up from five percent in 2023. Global exports of consumer-oriented products to Vietnam increased by 9.9 percent in 2024, reaching $15.7 billion. U.S. exports of consumer-oriented products to Vietnam rose by 23.4 percent to $1.2 billion in 2024, maintaining the United States' position as the second-largest supplier to Vietnam.

Consumer-Oriented Agricultural Imports

Chart 1: Top Exporting Countries to Vietnam



Food Retail Industry:

In 2024, Vietnam's food retail sales increased by one percent to $55.5 billion, as consumers became more price-conscious amid economic uncertainty. Traditional trade remained dominant, accounting for 83 percent of retail value; however, modern trade and e-commerce led the growth. Key retailers continued to invest in Vietnam's retail market and have aggressive plans to expand their businesses in the coming years. Please see the most recent GAIN report VM2025-0034 for more details.

Food Processing Industry:

The Vietnamese food processing industry grew by 7.4 percent in 2024 to $79.3 billion and food ingredient demand is expected to remain strong, driven by the expansion of industrial zones, increasing domestic prosperity, and government restructuring to support economic growth. For more details, please refer to GAIN report VM2025-0010.

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.

Quick Facts CY 2024

Imports of Consumer-Oriented Products
15.7 *(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 prods NESOI	Chewing Gum & Candy
Processed fruits	Tree Nuts

Food Industry by Channels (U.S. billion)

Retail Food Industry	$55.5
Food Service-HRI	$26.6
Food Processing	$79.3
Food and Agriculture Exports	$62.4

Top 10 Host Country Food Service Operators

Golden Gate Trade & Services	Masan Group
Gold Sun	Trung Nguyen Legen Corp
Yum! Brands Inc	Coffee House Vietnam
Lotte Group	Pizza 4P's Corp
Jollibee Foods Corp	Starbucks Corp

GDP/Population

Population *(millions)*:	101 million
GDP *(billions USD)*:	476.3
GDP per capita *(USD)*:	4,700

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 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 I: Market Summary

In 2024, Vietnam’s food service sector maintained steady growth, expanding by seven percent to reach $26.6 billion in value sales, according to Euromonitor. This growth reflected the country’s strong economic performance and was supported by a large and expanding consumer base of over 100 million people. Higher living standards and a surge in tourism further drove demand for food services, contributing to the sector's continued expansion (see Chart 2).

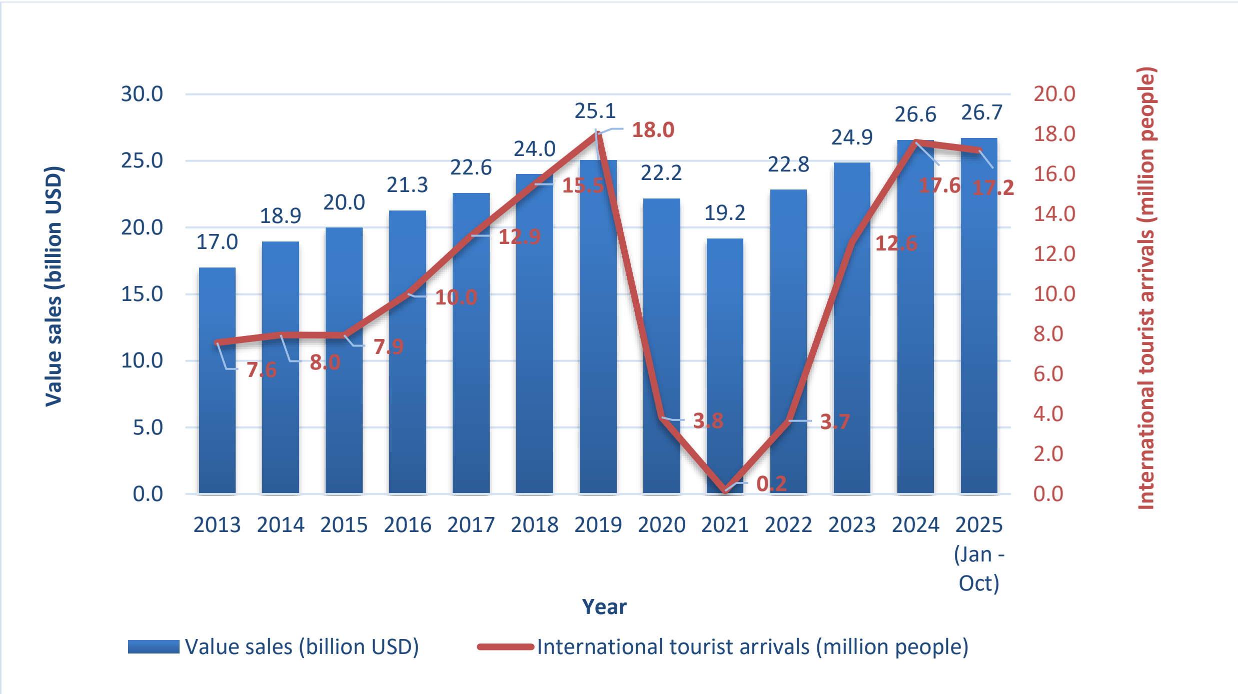
Vietnam’s economy ranked among the best performers in Southeast Asia in 2024, achieving a GDP growth rate of 7.1 percent. This momentum continued into the first half of 2025, with the country reporting an even higher GDP growth rate of 7.5 percent, despite global economic uncertainties. This robust performance was underpinned by strong export achievements and sustained foreign investment. Additionally, the standard of living for Vietnamese consumers improved, as reflected in rising GDP per capita.

Vietnam’s population reached 101 million in 2024. As the country continues to shift toward urbanization and industrialization, Vietnamese consumers are adopting increasingly busy lifestyles. With more time spent on work, commuting, and recreational activities outside the home, people are spending less time cooking at home. Dining out in Vietnam is often more affordable and convenient, making it a preferred choice for many consumers. For example, an ordinary office worker or student may rely entirely on eating out for breakfast, lunch, dinner, and snacks. This shift has led to increased spending on out-of-home foods, beverages, and entertainment.

Tourism plays a significant role in driving the growth of the food service sector. In 2024, Vietnam welcomed 17.6 million international tourists, a 40 percent increase compared to the previous year. This remarkable achievement was largely due to the Vietnamese government’s efforts to support the tourism sector, including the implementation of favorable visa policies for key tourist markets and many tourism promotion activities.

On the other hand, Vietnam’s food service sector faced significant challenges. According to the “Report on the Food Service Market in Vietnam” by iPOS.vn and Nestlé Professional, more than 50,000 food service operators closed in the first half of 2025, representing a 7.1 percent decline in the total number of providers compared to the same period in 2024. Persistent high inflation, rising food and operational costs, and currency devaluation have continued to pose major obstacles for the industry.

Chart 2: Revenue from Accommodation, Food, and Beverage Services and Number of International Tourist Arrivals (2013-2025)



Source: Post calculations, Vietnam's General Statistics Office, Euromonitor

Food Service Sector Trends:

Opportunities Persist Amidst Challenges

Vietnam's food service sector remains vibrant, presenting a dynamic mix of challenges and opportunities. While many businesses have struggled to sustain operations resulting in closures, others have demonstrated resilience and innovation, finding ways to grow despite difficult conditions. For example, Jollibee Foods Corporation, a Filipino fast-food chain, reached 200 stores by the end of 2024 and reported an impressive 35% sales growth in the second quarter of 2025. Americano Coffee, a Vietnamese coffee chain, has demonstrated optimism about market potential through ambitious expansion plans. Similarly, Chagee, one of the largest Chinese milk tea chains, rapidly expanded its presence by opening 17 stores at prime locations in Ho Chi Minh City within five months. These continued investments and expansions highlight the sector's potential and reflect the adaptability of business operators in a highly competitive landscape.

Price-Conscious Consumers Prioritize Quality and Experience

Inflation, rising food costs, and job insecurity remained significant challenges for Vietnamese consumers in 2024 and the first half of 2025. As a result, consumers became more cautious with discretionary spending but continued to invest in products and services that add value and enrich their experiences. To counterbalance work-related stress, many maintained spending on recreational activities such as travel, sports events, and concerts, which benefit food service providers.

Vietnamese consumers are increasingly seeking new and unique dining experiences, including fusion cuisines, omakase, healthy options, and the latest food and beverage trends from both the region and around the world. Solo dining has also emerged as a growing trend, reflecting the evolving lifestyles of urban consumers. Despite economic constraints, there remains strong demand for imported ingredients—particularly those from the United States, which are associated with high quality. The continued emphasis on quality and memorable experiences is driving innovation in the country's food service sector.

Photo 1: Customers enjoyed dining in the "American Restaurant Week" promotion, organized by FAS Ho Chi Minh City in partnership with selected restaurants to highlight U.S. products.

Food Service Operators Adapt to Evolving Consumer Demands

In response to these changing dynamics, Vietnam's food service operators have upgraded their offerings to meet evolving consumer expectations. The Michelin Guide Vietnam, now in its third year, continues to raise industry standards, encouraging restaurants and hotels to align with international benchmarks and spur innovation and competition.

Successful restaurant chains such as Jollibee have introduced value meal combos to attract price-sensitive diners and continue to offer promotions and additional services to retain customers. Café chains like The Coffee House have expanded their menus to include food, enhancing the in-store experience. Americano Coffee has adopted a café-restaurant model, offering a substantial food menu to appeal to a broad range of customers, including families, students, and freelancers on various occasions. Other businesses have also found success by expanding into smaller cities beyond Hanoi, Ho Chi Minh City, and Danang, enabling them to reach a wider consumer base while reducing operating costs.

Seafood buffet restaurants have performed well by targeting price-conscious consumers who seek premium experience at affordable prices. Many chains have expanded rapidly, with Cuu Van Long Premium Seafood Buffet growing to nine restaurants in Ho Chi Minh City and Hanoi since its opening in 2018. Teochew fresh beef hot pot has also gained popularity by focusing on daily-sliced warm beef, attracting consumers who prefer fresh, high-quality, and healthy ingredients. At the same time, many food service operators are embracing the solo-dining trend by offering single-person portions and developing concepts tailored to individual diners.

Photo 2: Yakiniku Like, which opened Vietnam’s first Japanese solo grill restaurant in 2024, introduced a promotion for Singles’ Day (11/11)

Source: Yakiniku Like Facebook page

Advantages and Challenges

Table 1: Advantage and challenges of U.S. products to Vietnam’s HRI sector

ADVANTAGES	CHALLENGES
Food service operators are actively searching for new products and trends to stay competitive.	Vietnamese importers tend to buy small quantities to test the market, while U.S. companies are usually not willing to sell in small quantities.
As Vietnam continues to integrate with the global economy, consumers are increasingly exposed to foreign products and trends.	Many U.S. products face tariff disadvantages, as the United States is the only major exporter without a free trade agreement (FTA) with Vietnam.

Rising disposable incomes and improved knowledge of food safety boost demand for higher quality and safer food and food ingredients.	Some consumers still face economic challenges, and most low- and middle-income households in small cities and rural areas cannot afford imported products.
Consumers in Vietnam continue to view U.S. products as high quality and safe.	U.S. products remain expensive, especially compared to products from FTA partners such as Europe, Canada, Australia, and New Zealand.
Growing tourism, investment in upscale hotels and resorts, new international flight connections, and expanding food service outlets in first- and second-tier cities create opportunities for food and beverage imports.	The lack of cold storage, logistical issues, and high operational costs restrict the penetration of U.S. consumer-oriented products to food service outlets in third-tier and smaller cities.
Many USDA Cooperators have representative offices in Vietnam and actively promote U.S. agricultural products as well as support U.S. exporters.	USDA Cooperators must adhere to funding requirements, which sometimes prevent them from promoting individual brands or products.
Vietnam's young population is open to trying new food and beverage experiences.	Many Vietnamese diners favor Asian cuisines over Western, and U.S. cuisine is sometimes associated with fast food.

Section II: Roadmap for Market Entry

Entry Strategy

Partnerships with local companies continues to be the best channel for new U.S. exporters to enter Vietnam's HRI 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. Most Vietnamese restaurants, hotels, and cafes prefer purchasing imported products from importers and distributors. Only some large or premium food service chain operators are able to import food and beverage products directly.

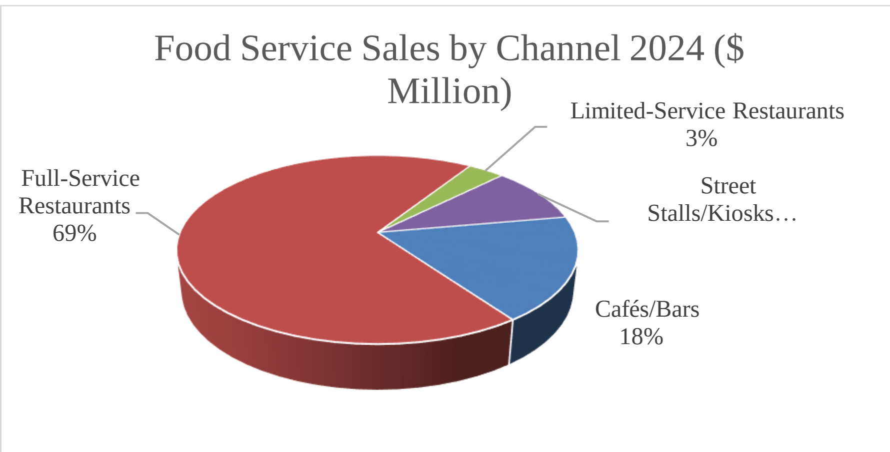
Post recommends that new-to-market U.S. exporters refer to the USDA GAIN reports for Vietnam, in particular, the Exporter Guide and the Food and Agricultural Import Regulations and Standards (FAIRS) report, which provide practical information about Vietnam market, competition landscape, import procedures, 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

Vietnam's food service sector comprises over 323,000 outlets and generated $26.6 billion in sales in 2024, according to Euromonitor. Full-service restaurants dominate the market, accounting for the highest sales value at $18.3 billion from more than 121,800 establishments, reflecting strong consumer demand for sit-down dining experiences. Cafés and bars also play a significant role, representing 18 percent of total sales with over 38,000 locations nationwide. Street stalls and kiosks remain an essential part of Vietnam's food culture, with nearly 152,000 outlets contributing 10 percent of total sales value, highlighting the importance of affordable and accessible food options for a wide range of consumers. Limited-service restaurants, though fewer in number at approximately 11,000 outlets, contribute 3 percent of sales value and cater primarily to young consumers seeking convenience and quick meals.

Chart 3: Food Service Sales by Channel 2024

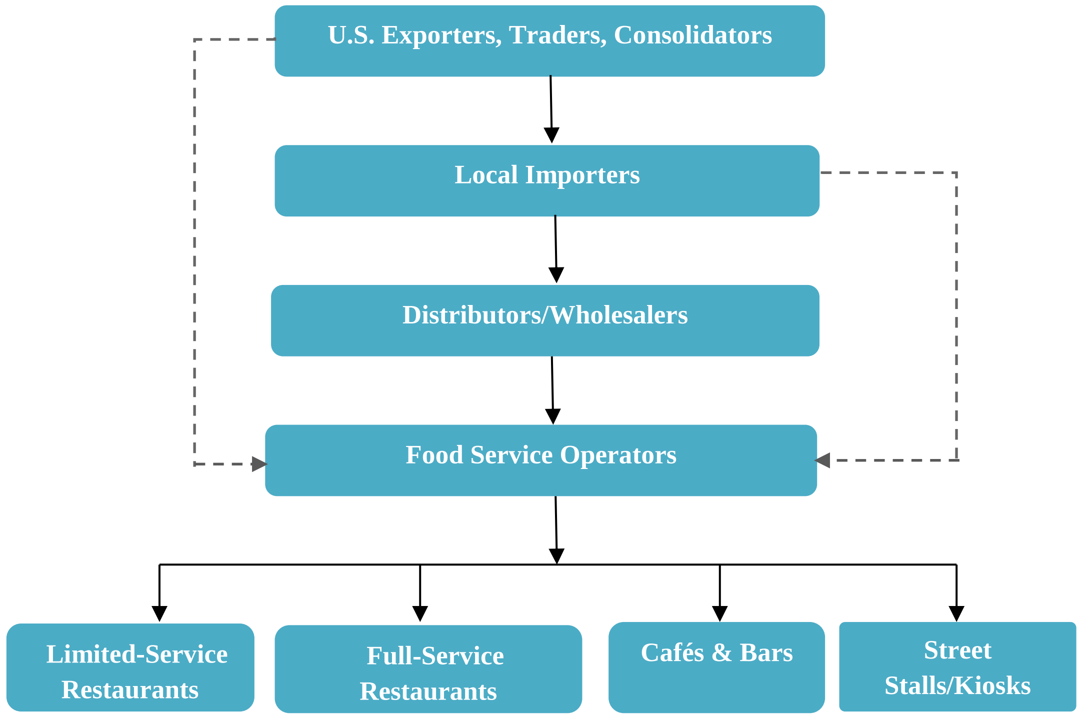


Source: Euromonitor International

Distribution

Most U.S. consumer-oriented products are initially distributed in food service channel through local importers, distributors, and wholesales (Chart 4). When sale volume reaches a certain level of minimum order quantity, food service operators will start importing directly to reduce costs. Some leading restaurant operators such as the Golden Gate Group, Gold Sun Group, Hinoko Group, Lotteria, and El Gaucho restaurants are directly importing meats, seafood, and processed products from the United States.

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



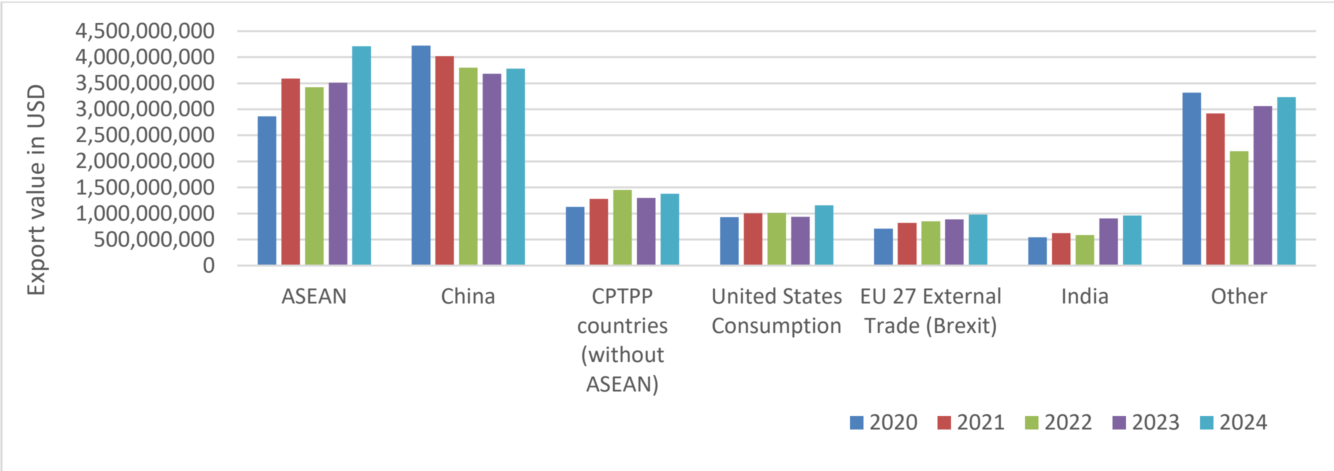
Sub-Sector Profiles: Please see attachment.

Section III: Competition

Competition between imported and locally produced consumer-oriented products is intense, as Vietnam is a major producer of agricultural products such as pork, poultry, seafood, fruits, vegetables, and other processed products. However, due to limited local supply, Vietnam still relies on imported products for grain-fed beef, butter, cream, cheese, beans, peas, potatoes, tree nuts, wines, and other agricultural commodities.

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 in the market as Vietnam continues to phase in significant tariff reductions through numerous Free Trade Agreements (FTAs). As of 2025, Vietnam has signed and implemented 15 FTAs, 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 the largest bilateral agricultural trading partner without an FTA with Vietnam. Please see the USDA GAIN report VM2024-0014 for analysis on tariff disadvantages facing U.S. products.

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



Source: Trade Data Monitor LLC.

Section IV: Best Product Prospects

Top Consumer-Oriented Products Imported from the World

In 2024, the export of consumer-oriented and seafood products to Vietnam reached $18.4 billion, up 8 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 2024, Vietnam imported $1.2 billion worth of consumer-oriented and seafood products from the United States, marking a 21 percent increase compared to 2023. 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

There are some U.S. product which do not present in significant quantities but have good sales potential. These include tree nuts (hazelnuts, chestnuts, pecans, and other nuts), cheeses, ginseng, dried and frozen fruits (prunes, frozen strawberries…), and other packaged products. The demand for organic products remains strong, with U.S. organic product exports to Vietnam reaching nearly $16.5 million in 2024, an increase of 114 percent compared to 2023.

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, 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 including mandarins, strawberries, plums, melons, and other fresh vegetables (except for potatoes).

Table 2: 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	**2022**	**2023**	**2024**	**2022**	**2023**	**2024**	**2022**	**2023**	**2024**
Bakery Goods, Cereals, &	420	386	428	4	3	3	1.13%	0.93%	0.71%
Beef & Beef Products	829	1,330	1,405	91	26	43	11%	1.99%	3.09%
Beer	42	31	37	-	-	-	0%	0.07%	0.05%
Chewing Gum & Candy	107	97	113	-	-	-	0.13%	0.17%	0.27%
Chocolate & Cocoa Product	127	125	173	44	51	60	34.79%	41.22%	35.24%
Coffee, Roasted and Extra	71	50	104	-	-	-	0.92%	0.57%	0.15%
Condiments & Sauces	149	181	135	2	2	5	1.42%	1.42%	3.71%
Dairy Products	1,303	1,194	1,227	223	147	126	17.16%	12.34%	10.3%
Distilled Spirits	379	427	446	2	1	1	0.72%	0.27%	0.29%
Dog & Cat Food	49	55	63	-	-	-	1.32%	0.62%	1.36%
Eggs & Products	22	18	16	1	1	1	7.57%	7.88%	6.8%
Fresh Fruit	1,745	1,705	1,905	120	104	126	6.93%	6.15%	6.64%
Fresh Vegetables	1,118	1,184	1,193	-	-	1	0.01%	0.07%	0.11%
Fruit & Vegetable Juices	27	28	35	-	-	-	0.72%	1.31%	1.18%
Meat Products NESOI	128	151	200	1	-	-	1.48%	0.13%	0.31%
Mfg. Tobacco	366	570	677	-	-	1	0.18%	0.1%	0.19%
Non-Alcoholic Bev.	886	825	882	58	88	93	6.62%	10.71%	10.54%
Nursery Products & Cut Flowers	434	180	176	-	-	-	0.01%	0.07%	0.07%
Pork & Pork Products	244	294	326	7	10	9	3.03%	3.45%	2.86%
Poultry Meat & Prods.	321	341	427	129	121	157	40.1%	35.59%	36.88%
Processed Fruit	191	195	231	11	7	8	6%	3.76%	3.45%
Processed Vegetables	865	1,055	1,058	18	13	12	2.09%	1.27%	1.14%
Soup & Other Food Preparation	1,198	1,102	1,116	106	103	98	8.91%	9.37%	8.84%
Spices	397	286	365	-	1	1	0.21%	0.68%	0.34%
Tea	160	112	70	3	11	8	2.09%	10.08%	12.42%
Tree Nuts	1,518	2,181	2,520	173	237	393	11.4%	10.89%	15.62%
Wine & Related Products	107	92	82	4	2	3	4.48%	2.61%	4.81%
Consumer Oriented Total	**13,219**	**14,210**	**15,702**	**1,009**	**939**	**1,159**	**7.64%**	**6.61%**	**7.52%**
Seafood Products	2,717	2,620	2,726	71	70	64	2.65%	2.71%	2.36%

Source: Trade Data Monitor LLC.

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

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 Environment (MAE)

MAE/Plant Production and Protection Department (PPPD)

MAE/Department of Animal Health and Production (DAHP)

MAE/Department of Fisheries and Surveillance (DFiS)

Vietnam Food Administration (VFA)

Ministry of Industry and Trade

List of Government sources for data:

General Department of Vietnam Customs
Vietnam National Administration of Tourism
National Assembly of Vietnam

Useful Media Websites:

Vietnam News
Saigon Times Daily
Tuoi Tre News

Vietnam Net News
VN Express News
Vietnam Agriculture

Attachments: HRI 2025 Sub-sectors profile.docx