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Report Highlights:

Vietnam's food processing industry reached \$88 billion in 2025, growing 11 percent as processors expanded beyond re-exports to meet rising domestic demand from a market of over 101 million consumers and build their own international brands. Food retail sales held steady at \$71.8 billion, with international chains such as AEON, Central Retail, and MM Mega Market expanding nationwide, while WinMart grew to 4,592 outlets and upgraded key stores. The food service sector also accelerated, with sales rising 15 percent to \$33.2 billion, driven by a strong hospitality demand and a 25 percent increase in international arrivals. U.S. seafood and tree nut exports led growth, increasing by 77 percent and 46 percent, respectively.

Executive Summary:

Vietnam is a lower middle-income country with a gross domestic product (GDP) of \$514.4 billion. In 2025, Vietnam’s economy grew by 8.02 percent, making it the fourth-largest economy in the Association of Southeast Asian Nations (ASEAN). Major exports include rice, wood, fishery products, horticultural products, coffee, cashews, rubber, pepper, and tea. Vietnam ranked as the seventh-largest market for U.S. agricultural and related exports in 2025, with shipments reaching \$5.56 billion—a 45 percent increase from 2024. U.S. agricultural exports to Vietnam in 2025 were the highest since at least the 1970s.

Consumer-Oriented Agricultural Imports

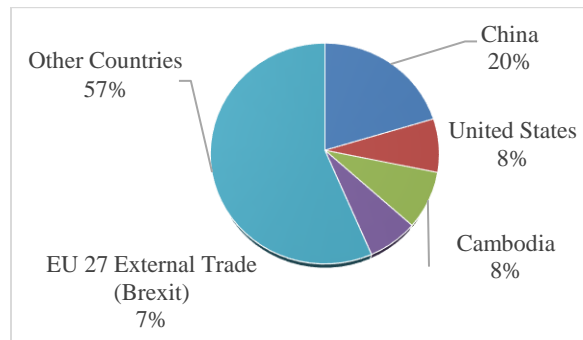


Chart 1: Top Exporting Countries to Vietnam

Food Processing Industry: The food processing industry grew by 11 percent in 2025 to \$88 billion. Vietnamese processors are shifting from primarily re-exporting to serving the domestic market. They are also increasingly focused on promoting their own brands internationally, rather than exporting under client labels.

Food Retail Industry: Food retail sales have stayed consistent at \$72 billion. International brands such as AEON, Central Retail, and MM Mega Market continued strong expansion nationwide. Local brands like Winmart focused on a grocery model, reaching 4,592 outlets nationwide in 2025. Winmart also carried out major store overhauls and renovations in key cities, including Hanoi, Danang, and Ho Chi Minh City.

Food Service Industry: Vietnam’s food service industry grew by 15 percent to \$32.2 billion, driven mainly by the strong performance of the hospitality industry, as the number of international travelers rose by 25 percent year-over-year.

Quick Facts CY 2025

Imports of Consumer-Oriented Products

(US \$ million)

Imports from the world: \$16,290 million

Imports from the United States: \$1,278 million

List of Top 10 Growth Products

- 1) Tree nuts
- 2) Bakery goods, cereal and pasta
- 3) Dairy products
- 4) Processed fruit
- 5) Processed vegetables
- 6) Poultry meat products
- 7) Non-alcoholic bev.
- 8) Food preparations
- 9) Chocolate and cocoa products
- 10) Beef and beef products

Food Industry by Channels (U.S. billion)

Total retail sale of goods and services: \$274 billion

Total retail of goods: \$205 billion

Manufacture of food products: \$88 billion

Manufacture of beverages: \$9.5 billion

Retail Food Industry	\$71.9 billion
Food-Accommodation Service	\$33.2 billion
Food Processing	\$88 billion
Food and Agriculture Exports	\$42.6 billion

Top 10 Retailers in Vietnam (based on sales)

Central Retail	Saigon Coop
WinCommerce	AEON
Lotte Mart	MM Mega Market
SATRA	SASCO
TASECO	BRG Mart

GDP/Population

Population (millions): 101.9 million

GDP (billions USD): \$514.4 billion

GDP per capita (USD): \$5,048

Sources: TDM, GSO, MOIT.

Strengths/Weaknesses/Opportunities/Threats:

Strengths	Weaknesses
U.S. food products have a strong reputation in the market for high quality and good value.	High import tariffs on U.S. products in Vietnam, particularly on consumer-oriented goods, limit their price competitiveness and market penetration.
Opportunities	Threats
Growing Vietnamese demand for high-quality foods, along with the rapid expansion of the food processing sector, is increasing import needs.	Strong competition from FTA partners and rising technical barriers that increase compliance costs.

Section I: Market Overview

Vietnam's Economic Growth and Government Restructuring

In 2025, Vietnam was the fastest-growing economy in Southeast Asia. To streamline operations and promote continued economic growth, the government consolidated provinces and ministries, eliminated certain National Assembly and Party committees, dissolved several state-run organizations, and delegated additional authority to the provincial level.

The government restructuring has caused a variety of issues impacting trade including Decree 46/2026/ND-CP, an ambitious regulatory reform aimed at bolstering food safety. However, its rapid implementation during a peak consumption period created significant logistical bottlenecks. Following strong opposition from industry stakeholders and importers, the decree was suspended until amendments can be made to the Food Safety Law, which will be submitted to the National Assembly for approval in October 2026.

This uncertainty, along with ongoing negotiations, caused many food ingredients importers to hesitate. However, many U.S. exports benefited from adjustments to the import tariffs on select U.S. food products in March 2025 (see [VM2025-0014](#)). For example, the export of U.S. tree nuts, including almond and pistachios, grew by 47 percent.

Trade Growth and Market Shifts

Vietnam's global imports of consumer-oriented products grew by 4 percent to \$16.29 billion with U.S. exports of consumer-oriented goods up 11 percent to \$1.28 billion. The United States was Vietnam's second-largest supplier of consumer-oriented products in 2025, after China. Retailers are increasingly targeting rural markets as Vietnamese consumers shift from traditional wet markets to supermarkets and grocery stores. This trend is partly driven by concerns over food safety, especially after several food safety scandals at well-known food processors in 2025.

While Vietnam continues to be a major hub for re-exporting processed foods, Vietnamese manufacturers are increasingly interested in creating their own brands for export as well as to serve growing demand in the domestic market. As a result, Vietnamese food processors are increasingly importing higher quality food ingredients especially for higher income markets (i.e., Japan, Korea, the United States, and Europe).

Notably, in 2025, Vietnam imported \$3.9 billion in tree nuts from global suppliers, a 40 percent increase compared with 2024. U.S. tree nut exports to Vietnam rose by 47 percent over the same period. This growth was driven by sustained demand from traditional re-export channels as well as expanding domestic consumption, including both end users and food manufacturers responding to rising demand for plant-based milk among younger consumers and almond powder for bakery industry. Vietnam also imported \$3.4 billion of seafood from the world, a 24 percent increase, with U.S. seafood exports growing by 77 percent to \$113 million predominately from cod fish, salmon, pollock, and crab supplied to hotel and restaurant segments and seafood processors supplying for Asian markets.

Advantages and Challenges

Advantages	Challenges
Food safety awareness has risen sharply in Vietnam especially following scandals from long-established food processors.	Food safety regulations in Vietnam remain uncertain, with new laws expected to be submitted to the National Assembly by October 2026. Uncertainty also persists regarding quarantine testing procedures for imported meat and poultry products.
U.S. products are widely perceived by Vietnamese consumers as safe, high-quality, high-value goods.	U.S. prices are at a competitive disadvantage with competitor countries that have reduced or zero percent tariffs due to free trade agreements with Vietnam.
The growing urban population is increasing demand for shelf-stable and ready-to-eat foods, which is driving growth in food processing.	Vietnam’s elongated geography contributes to a fragmented distribution system, making it difficult to maintain consistent product quality and ensure timely delivery.
A growing young, middle-class population, along with rapid urbanization, is increasing the demand for convenient, healthy processed foods.	There are still issues with domestic and imported counterfeit products using falsified labeling, brand names, and packaging.
The market is increasingly open to innovation, and consumers are rapidly able to adopt and afford new tastes and products.	More and more international brands are entering Vietnam from Australia, New Zealand, and Asia that have lower transportation costs and transit times than the United States.

Section II: Roadmap for Market Entry

Entry Strategy

FAS strongly encourages potential U.S. exporters to review the most recent Exporter Guide ([VM2025-0024](#)), the Retail Food Sector report ([VM2025-0034](#)) and the Hotel, Restaurant, and Institutional (HRI) report ([VM2025-0052](#)). In addition, the United States Department of Commerce’s [Country Commercial Guide](#) is another important resource about the Vietnam market.

Post notes that an amended Food Safety Law will be submitted to Vietnam National Assembly for endorsement and enter into force by October 2026. The implementation and enforcement of this law may impact trade in late 2026 and early 2027.

Exporters looking to develop a market in Vietnam need to identify a local agent or distributor. A capable distributor with the right contacts in both industry and government is crucial for success. FAS/Vietnam recommends conducting thorough research to understand market demand, local business customs, import requirements, and potential buyers. FAS/Vietnam and USDA Cooperators offer information and

assistance to new-to-market U.S. exporters, including lists of importers, traders, and processors; market insights; and import procedures. Contact information is available in the 2025 Exporters Guide ([VM2025-0024](#)). Exporters should also engage with their State Departments of Agriculture and State and Regional Trade Groups. Vietnam's industries prefer in-person contact as the first approach.

Participation in trade shows and trade missions provides valuable opportunities to better understand the market and to engage directly with potential importers, distributors, and local partners. Potential U.S. exporters may want to consider Food & Hospitality Hanoi (March 2027) and the Food Ingredients Trade Show (May 2027).

Import Procedures

New-to-market U.S. exporters are advised to look into export requirements for Vietnam updated by USDA agencies, including the [Food Safety Inspection Service](#) (FSIS) the [Animal and Plant Health Inspection Service](#) (APHIS), and the [NOAA Seafood Inspection Program](#).

The FAIRS Export Certificate Report Annual ([VM2025-0021](#)) provides an overview of Vietnam's certification requirements for imported food and agricultural products. Notably, Vietnam is currently revising its food safety and import inspection framework. The Government recently issued Decree 46 on Food Safety but has suspended its implementation due to trade impacts. Additional GAIN reports provide updates on regulatory changes and clarifications. The most recent include [VM2026-0001](#) which provides Vietnam's consolidated regulatory framework governing quarantine inspection of terrestrial animals and animal products. [VM2024-0001](#) provides Vietnam's requirements on nutritional labeling for pre-packaged foods. [VM2023-0073](#) provides lists of permissible food additives and flavors.

Note that a good importer/distributor will be able to advise you on import procedures and necessary paperwork, but exporters are advised to be familiar with the requirements.

Distribution Channels

Imported food ingredients typically enter Vietnam through several key ports, including Hai Phong and Quang Ninh in the north, Danang in the center and Ba Ria–Vung Tau in the south (Ho Chi Minh City area). Large importers often maintain central warehouses in Ho Chi Minh City, Hanoi, or Da Nang, and distribute products nationwide either through their own delivery fleets (mainly) or their third-party delivery partners.

Vietnam's distribution system remains predominantly traditional, with products generally flowing from wholesalers to retailers, supermarkets, grocery stores, and traditional open wet markets before reaching end-users.

Please refer to Attachment 1 for a list of Company Profiles active in the Food Processing sector in Vietnam.

Table 1 - Vietnam's Production of Industrial Food Products and Food Ingredients 2021-2025

Main industrial food products	2021	2022	2023	2024	2025
Frozen aquatic products (thousand tons)	2,986	4,233	4,781	6,223	7,405
Fish sauce (million liters)	418	386	424	498	-
Refined vegetable oils (thousand tons)	1,384	1,424	1,482	1,670	-
Fresh milk (million liters)	1,770	1,802	1,861	2,054	1,698
Powdered milk (thousand tons)	152	144	155	145	154
Milled rice (thousand tons)	43,880	43,327	48,965	47,243	-
Refined sugar (thousand tons)	937	924	1,189	1,337	1,451
Ground and instant coffee (thousand tons)	141	154	171	200	-
Processed tea (thousand tons)	133	112	133	140	-
Sodium Glutamate (thousand tons)	352	363	319	331	324
Liquor (million liters)	319	315	267	241	-
Beer (million liters)	3,629	4,363	4,177	4,311	-

Source: General Statistics Office (GSO)/Ministry of Planning and Investment (MPI), vietnambiz.vn, MOIT and MARD. Note: 2025 statistics were not available for all products as of publication of this report.

Table 2 - Production Growth of Food and Beverage Manufacturing Industries

<i>Unit: percent</i>	2021	2022	2023	2024	11 months of 2025
Manufacture of food products	102.9	108.8	106.1	107.4	110.5
Manufacture of beverages	96.8	132.3	101.3	101.4	104.6

Source: MOIT – the Vietnam Ministry of Industry and Trade.

Sector Trends

- Food safety has drawn increased attention from Vietnamese consumers following high-profile food safety scandals at long-established canned meat and food manufacturers and a dairy substitute and nutritional beverage processor in Vietnam. These incidents have driven end-users to place greater emphasis on safe, high-quality food ingredients.
- Vietnam's food manufacturing industry is shifting from export dependence toward serving the domestic market. At the same time, when re-exporting processed foods, Vietnamese manufacturers increasingly develop their own brands rather than producing solely under client brands.
- Ready-to-cook meals and convenience foods are rapidly gaining popularity, driven by the growth of Vietnam's middle-income population.
- The key challenge for the industry is food safety and quality assurance, which requires investment in supply chain, cold chain, transportation, and storage.
- After several years of strong growth in urban areas, online markets and food delivery services are slowing largely due to concerns about delivery quality (timing and food quality). Major retail brands such as AEON, MM Mega Market, Lotte, WinMart, and Central Retail operate their own apps or official stores on platforms like Tiki, Shopee, Lazada, and Grab. At the same time, Zalo—originally

a social media and messaging platform—is evolving into a shopping channel for major retailers, including WinMart, reflecting a shift in how consumers engage with online retail in Vietnam.

- Although Vietnam is a major seafood exporter, it still needs imported seafood to supply processing for key export markets such as Japan, South Korea, and Europe.
- Some meat processors, such as MeatDeli, CP, and Ba Huan, now operate their own retail stores or supply directly to modern retail and grocery chains.

Section III: Competition

Vietnam’s food ingredients import market has become highly competitive. Major suppliers include the European Union, Canada, Australia, Chile, New Zealand, Peru, Argentina, and Brazil. Each of these partners benefits from free trade agreements (FTAs) with Vietnam that provide preferential tariff treatment. By contrast, the United States is not a party to Vietnam’s existing FTAs and U.S. ingredient exports are therefore subject to MFN (most favored nation) tariff rates, which range from 1 to 50 percent. For certain products, such as U.S. wine, a special consumption tax also applies, significantly increasing the retail price and further reducing price competitiveness in the market. This tariff structure places U.S. products at a pronounced price disadvantage relative to competing suppliers.

Notably, the Government of Vietnam adjusted import tariffs on selected U.S. food products in March 2025, resulting in an increase in U.S. exports of those items to the Vietnamese market. For further details on these tariff changes, please refer to report [VM2025-0014](#).

Table 3 - Competition in Major Food Processing Ingredients

Product Category	Vietnam’s Imports of Major Ingredients and Market Share of Key Suppliers	Strengths of Key Supplier Countries	Advantages and Disadvantages of Local Suppliers
Pork and pork products (HS: 020329)	Imports in 2025 totaled \$206 million, an 11 percent increase compared with 2024. U.S. pork exports to Vietnam decreased by 23 percent. <i>Market Share:</i> 1. Brazil: 69 percent 2. EU: 23 percent 3. Canada: 4 percent 4. United States: 3 percent.	The EU (Poland, Spain, Italy, and Germany) has lower tariffs than the United States.	Vietnamese consumers traditionally prefer chilled pork, which they perceive as fresher than frozen pork. As a result, imported pork faces strong competition from established local chilled pork brands, including Meat Deli, C.P., Vissan, BAF, and G-Foods.
Beef and beef products (0202)	Imports in 2025 totaled \$885 million, a 3 percent increase compared with 2025 U.S. beef exports	India, Canada, and Australia, enjoy lower import tariffs than the United States.	Local beef production has not kept pace with rising demand, creating opportunities for

	<p>declined by 8 percent over the same period.</p> <p><i>Market Share:</i></p> <ol style="list-style-type: none"> 1. India: 70 percent 2. Australia: 12 percent 3. Canada: 7 percent 4. United States: 4 percent. 	<p>Most of India’s exports are buffalo meat, usually sold as beef at wet markets, or used as a main ingredient to produce beef-related products.</p>	<p>imported beef. In addition, VinaBeef began operations in late 2024, supplying chilled beef to the high-end market; however, these supplies still fall short of meeting overall demand in Vietnam.</p>
Poultry and poultry products	<p>2025 imports were \$379 million; a 13 percent decrease compared to 2024. U.S. exports to Vietnam declined by 28 percent.</p> <p><i>Market Share:</i></p> <ol style="list-style-type: none"> 1. United States: 30 percent 2. EU: 17 percent 3. South Korea: 20 percent 4. Hong Kong: 17 percent 	<p>EU countries enjoy lower import tariff into Vietnam.</p>	<p>Vietnam’s poultry sector experienced strong domestic production and high growth. Declining hog prices, caused producers to switch to poultry, thereby reducing reliance on imported products.</p>
Dairy products	<p>2025 imports were \$1.5 billion, a 19 percent increase over 2024. U.S. dairy product increased by 18.7 percent</p> <p><i>Market Share:</i></p> <ol style="list-style-type: none"> 1. New Zealand: 29 percent 2. EU: 24 percent 3. Australia: 9 percent 4. United States: 10 percent 	<p>New Zealand and the EU are competitive suppliers of milk powder along with the United States, while Australia is a competitive supplier of fresh milk products. The EU is also a prominent supplier of artisanal cheese products. New Zealand has substantial supply, good quality, and a lower price due to reduced tariffs under CPTPP.</p>	<p>Local production is growing but inadequate to meet demand. Many local dairy processors rely on imported ingredients: milk powders, cream, whey, lactose, butter, and cheese.</p>
Tree nuts	<p>2025 imports were \$3.9 billion, a 40 percent increase compared to 2024. U.S. tree nut exports increased by 47</p>	<p>Cote d’Ivoire is the largest supplier of cashews to Vietnam. Most imported nuts are for further</p>	<p>While Vietnam is a leading exporter of cashews worldwide, the country faces a shortage</p>

	<p>percent compared to 2024.</p> <p><i>Market Share:</i></p> <ol style="list-style-type: none"> 1. Cote d’Ivoire: 33 percent 2. Cambodia: 21 percent 3. United States: 15 percent 	<p>processing for export.</p> <p>The United States is a leading supplier of almonds, pistachios, and walnuts.</p>	<p>of raw materials.</p>
Processed fruits	<p>2025 imports were \$218 million, a 6 percent decrease compared to 2024. U.S. exports to Vietnam increased by 13.5 percent.</p> <p><i>Market Share:</i></p> <ol style="list-style-type: none"> 1. China: 46 percent 2. Thailand: 16 percent 3. South Korea: 15 percent 4. India: 8 percent 5. United States: 4 percent 	<p>Thailand and China have advantages on tariffs, proximity, and exports of tropical dried fruits like longans and lychees. South Korea has an advantage on tariffs and exports of dried persimmon. India mostly exports raisins and jams. The United States mainly exports raisins, prunes, and apricots.</p>	<p>Local production is inadequate to meet domestic consumption and processing demand for yogurt and healthy dried fruit products, especially raisins, blueberries, prunes, and cherries for mixing into yogurt and nutrition drinks.</p>
Seafood	<p>2025 imports were \$3.4 billion, a 24 percent increase compared to 2024. U.S. seafood exports to Vietnam increased by 77 percent.</p> <p><i>Market Share:</i></p> <ol style="list-style-type: none"> 1. India: 18 percent 2. Indonesia: 14 percent 3. China: 12 percent 4. Norway: 9 percent 11. United States: 3 percent 	<p>Short distance from India and Indonesia to Vietnam. Norway offers chilled salmon which is favored by Vietnamese consumers over frozen.</p>	<p>Shortage of high-quality seafood supplies to Vietnam. Seafood processors to export to high-end markets (i.e., Japan and Korea).</p>

Data source: Trade Data Monitor

Table 4: Tariff Rate Competition

Product	Import Tariffs for Products from the United States under MFN	Import Tariffs for Products from FTA Countries
Wine	50%	18.7-22%
Beef	20%	0%
Pork (frozen)	10%	0%
Fresh apples	5%*	0%
Grapes	8%	0%
Oranges	20%	0%
Pears, blueberries	10-15%	0%
Raisin	5%*	0%
Fresh cherries	5%*	0%
Potatoes (frozen and chilled)	12-20%	0%
Dry pulses	15-20%	0%
Shelled almond	5%*	0%
Inshelled pistachios	5%*	
Frozen chicken drumsticks	15%*	0%
Seafood	10-15%	0%

Note: *The latest import tariff adjustments from March 2025.

For more details on FTA Competition in Vietnam and the latest Vietnam’s MFN import tariff rate reduction, please refer to [VM2024-0014](#) and [VM2025-0014](#). For import tariff into Vietnam, please refer to [Vietnam Customs](#).

Section IV: Best Product Prospects

U.S. Products Present in the Market with Strong Sales Potential

- Seafood (cod fish, pollock, salmon, lobster, king crab)
- Beef and beef products, especially prime cuts
- Colostrum
- Dairy products including cheeses and fresh milk
- Milk powder/cream
- Whey proteins
- Tree nuts
- Soybeans
- Bakery goods, cereal and pasta, syrup and sweeteners, and confectionery
- Fresh fruits (peach, nectarine, cherries, pears, oranges, blueberries, grapes and apples)
- Fresh potatoes
- Soup and other food preparations

- Chicken/turkey
- Wheat
- Dried fruits (i.e., raisins, prunes)
- Packed beverages.

U.S. Products Not Present in Market with Good Sales Potential

Ingredients used for functional food products, ingredients with extended product shelf-life, ingredients for craft beer brewing, fresh fruits (i.e., and tangerines and strawberries).

Products Not Present Because They Face Significant Barriers

Fresh fruits, other than the seven approved products (apples, cherries, grapes, blueberries, pears, grapefruits, oranges, nectarines, peaches and tangerines), are not eligible for export into Vietnam. However, demand for other fresh fruit, such as strawberries, is increasing.

Section V: Key Contacts and Further Information

Vietnam’s governmental sources for data:

General Statistic Office of Vietnam	https://www.gso.gov.vn/en/homepage/
Ministry of Industry and Trade of Vietnam	https://moit.gov.vn/thong-ke/bao-cao-tong-hop
Import tax into Vietnam by WTO center of Vietnam Chamber of Commerce and Industry	https://wtocenter.vn/

Ministries responsible for food policies and import policies:

Ministry of Agriculture and Rural Development	https://www.gso.gov.vn/en/homepage/
Ministry of Industry and Trade of Vietnam	https://moit.gov.vn/thong-ke/bao-cao-tong-hop
Ministry of Health	https://moh.gov.vn/en_US/web/ministry-of-health
Ministry of Finance	https://www.mof.gov.vn/webcenter/portal/btcen/pages_home
General Department of Customs	https://www.customs.gov.vn/

Social media site of the U.S. Embassy in Hanoi: <https://www.facebook.com/usembassyhanoi/>

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Office of Agricultural Affairs, Ho Chi Minh City Physical Address: 8th floor, Diamond Plaza, 34 Le Duan Blvd, District 1, HCMC. http://www.fas.usda.gov	Phone: (84.28) 3520 4630 Email: atohochiminh@fas.usda.gov

APPENDIX 1: Top 10 Fast-Moving Consumer Goods (FMCG) brands in Vietnam (World Panel by Numerators, 2025)

Rank	Urban area	Rural area
1	Vinamilk (dairy products)	Nam Ngu (fish sauce)
2	TH (dairy products)	Vinamilk (dairy products)
3	Hao Hao (instant noodles)	Hao Hao (instant noodles)
4	Chinsu (fish sauces, soya sauces and chilli sauces)	Chinsu (fish sauces, soya sauces and chilli sauces)
5	Coca-cola	Kokomi (instant noodles)
6	Nam Ngu (fish sauce)	3 Mien (instant noodles)
7	Ngoi Sao Phuong Nam (condensed milk)	Fami (soybean milk)
8	Ajinomoto (seasoning)	Simply (soybean cooking oil)
9	Simply (cooking oil)	P/S (toothpaste)
10	Maggi (soya sauces)	Ajinomoto

APPENDIX 2: Top 10 food brands in Vietnam (World Panel by Numerators, 2025)

Rank	Urban area	Rural area
1	Hao Hao (instant noodle)	Nam Ngu (fish sauce)
2	Chinsu (fish and soya sauces)	Hao Hao (instant noodle)
3	Nam Ngu (fish sauce)	Chinsu (fish and soya sauces)
4	Ajinomoto (seasoning)	Kokomi (instant noodle)
5	Simply (cooking oil)	3 Mien (instant noodle)
6	Maggi (soya sauce)	Simply (cooking oil)
7	Cholimex (chili sauce)	Ajinomoto (seasoning)
8	Bien Hoa (sugar)	Gau Do (instant noodle)
9	Omachi (instant noodle)	Oishi (candy and potato chips)
10	Hai Chau (seasoning)	Tam Thai Tu (soya sauce)

APPENDIX 3: Top 10 beverage brands in Vietnam (World Panel by Numerators, 2025)

Rank	Urban area	Rural area
1	Coca Cola	Coca Cola
2	Sting	Q Cafe
3	Nescafe	Saigon beer
4	Aquafina	Nescafe
5	Tiger	Red Bull
6	G7	Hanoi beer
7	C2	G7
8	La Vie	Sting
9	Saigon Beer	Pepsi
10	Tea Plus	MacCoffee

APPENDIX 4: Top 10 dairy and dairy substitute brands in Vietnam (World Panel by Numerators, 2025)

Rank	Urban area	Rural area
1	Vinamilk	Vinamilk
2	TH	Fami
3	Ngoi sao Phuong Nam	TH
4	Milo	Ong Tho
5	Ong Tho	KUN
6	Yakult	Ngoi Sao Phuong Nam
7	Fami	Milo
8	Dutch Lady	Susu
9	Kun	Moc Chau
10	Probi	Probi

APPENDIX 5: Top 5 FMCG brands owners in Vietnam (World Panel by Numerators, 2025)

1. Vinamilk
2. Unilever
3. Masan Consumer
4. Nestle
5. Suntory PepsiCo Vietnam Beverages.

Attachments: [Attachment-Company Profiles.docx](#)