



Euromonitor
International

Eggs in Vietnam

February 2026

Table of Contents

Eggs in Vietnam - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Cost concerns increase due to economic instability and higher prices

INDUSTRY PERFORMANCE

Eggs remain a popular and affordable source of healthy protein in 2025

Eggs in Vietnam largely sold loose through local markets

WHAT'S NEXT?

Eggs set to register ongoing growth in the coming years

Branded eggs set to gain traction throughout the forecast period

Summary 1 - Major Processors of Eggs 2025

CATEGORY DATA

Table 1 - Total Sales of Eggs: Total Volume 2020-2025

Table 2 - Total Sales of Eggs: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Eggs: Volume 2020-2025

Table 4 - Retail Sales of Eggs: % Volume Growth 2020-2025

Table 5 - Retail Sales of Eggs: Value 2020-2025

Table 6 - Retail Sales of Eggs: % Value Growth 2020-2025

Table 7 - Retail Sales of Eggs by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Total Sales of Eggs: Total Volume 2025-2030

Table 9 - Forecast Total Sales of Eggs: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Eggs: Volume 2025-2030

Table 11 - Forecast Retail Sales of Eggs: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Eggs: Value 2025-2030

Table 13 - Forecast Retail Sales of Eggs: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Fresh Food in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Wide availability of affordable fresh food supports growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Growth for fresh food in 2025 despite challenging economic climate

Local consumers retain a high level of confidence in fresh food over processed

Branded meat sees cautious acceptance

WHAT'S NEXT?

Positive outlook for Vietnamese fresh food in the years ahead

Regulations set to support improvements in the quality of fresh food

Imported goods will increase in popularity but face stricter controls

CHANNELS

Small local grocers continue to dominate sales

E-commerce has scope for further growth as a distribution channel

MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025

Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025

Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025

Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025

Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025

Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025

Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030

Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030

Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030

Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030

Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030

Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/eggs-in-vietnam/report.