



# Fruits in Vietnam

February 2026

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## Fruits in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Economic uncertainty results in strong demand for affordable local products

#### INDUSTRY PERFORMANCE

Affordable prices and health trends benefit sales

Improved quality as Vietnamese farmers compete with regional exporters

#### WHAT'S NEXT?

Development in logistics and rising health awareness will boost future demand for fruits

Imported fruit set to become more competitively priced

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## Fresh Food in Vietnam - Industry Overview

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Wide availability of affordable fresh food supports growth

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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

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