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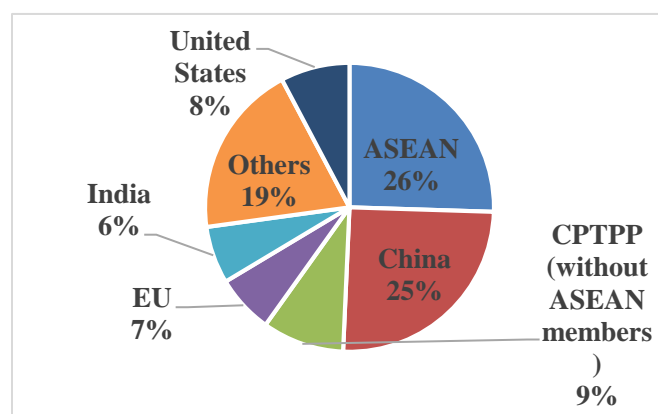
Report Highlights:

This report serves as a practical guide for U.S. exporters wishing to initiate or increase exports of U.S. consumer-oriented products to Vietnam. It provides an overview of the market potential, practical tips, consumer preferences and trends, food standards and regulations, import and inspection procedures, and useful industry and government contacts.

Market Fact Sheet: Vietnam

Executive Summary

In 2024, Vietnam's gross domestic product (GDP) grew 7.09%. Consumer-oriented imports growth was lower than total imports, 8.3% vs 16.7%, respectively. U.S. consumer-oriented exports to Vietnam sharply increased 23.5% year-on-year to \$1.16 billion, partly due to tariff reduction (Appendix 1)



Source: Trade Data Monitor, LLC

ASEAN: Association of Southeast Asian Nations
CPTPP: Comprehensive and Progressive Agreement for Trans-Pacific Partnership
EU: European Union

Retail Food Industry

Vietnam's food retail sales in 2023 increased four percent year-on-year to \$55 billion, driven by young population, growing middle class, rising disposable incomes, and high demand for quality and safety. See the Retail Foods report [VM2024-0032](#) for more information.

Hotel Restaurant and Institutional (HRI) Industry

The country's food service sector exhibited strong and resilient growth in 2023 and achieved 12.5 percent growth in the first ten months of 2024, reaching a total value of \$24.1 billion. Please see the most recent HRI GAIN report [VM2024-0038](#) 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](#).

Quick Facts 2024

Imports of Consumer-Oriented Products: \$14.99 billion

List of Top 10 Growth Products in Vietnam

- | | |
|-------------------------------|---|
| 1) Chocolate & Cocoa Products | 6) Tobacco |
| 2) Spices | 7) Dog & Cat Food |
| 3) Poultry meat & prods | 8) Non-Alcoholic Bev. (ex. juices, coffee, tea) |
| 4) Meat prods NESOI | 9) Chewing Gum & Candy |
| 5) Processed fruits | 10) Tree Nuts |

Food Industry by Channels 2024 (U.S. billion)

Retail Food Industry	\$55.0
Food Service – HRI	\$27.3
Food Processing	\$79.3\$
Food and Agriculture Exports	\$62.4

Top10 Vietnamese Retailers

Aeon Mega Mart	Winmart
MM Mega Market	Circle K
Tops Market	7 Eleven
Co-op Mart	Bach Hoa Xanh
Lotte Mart	GS25

GDP/Population 2024

Population	101 million
GDP (current US\$)	\$476.3 billion
GDP per capita (current US\$)	\$4,700

Sources: Trade Data Monitor, LLC; General Statistics Office; Vietnam Customs, World Bank

Advantages	Challenges
U.S. products are perceived as safe and premium quality.	U.S. products are still more expensive than competitors partly due to higher tariffs and freight costs.
Growing market demand and increased focus on food safety	Most low and middle-income households in small cities and rural areas cannot afford imported products due to widening income inequality and a lack of modern retail establishments

Contact: FAS Vietnam

Office of Agricultural Affairs in Hanoi

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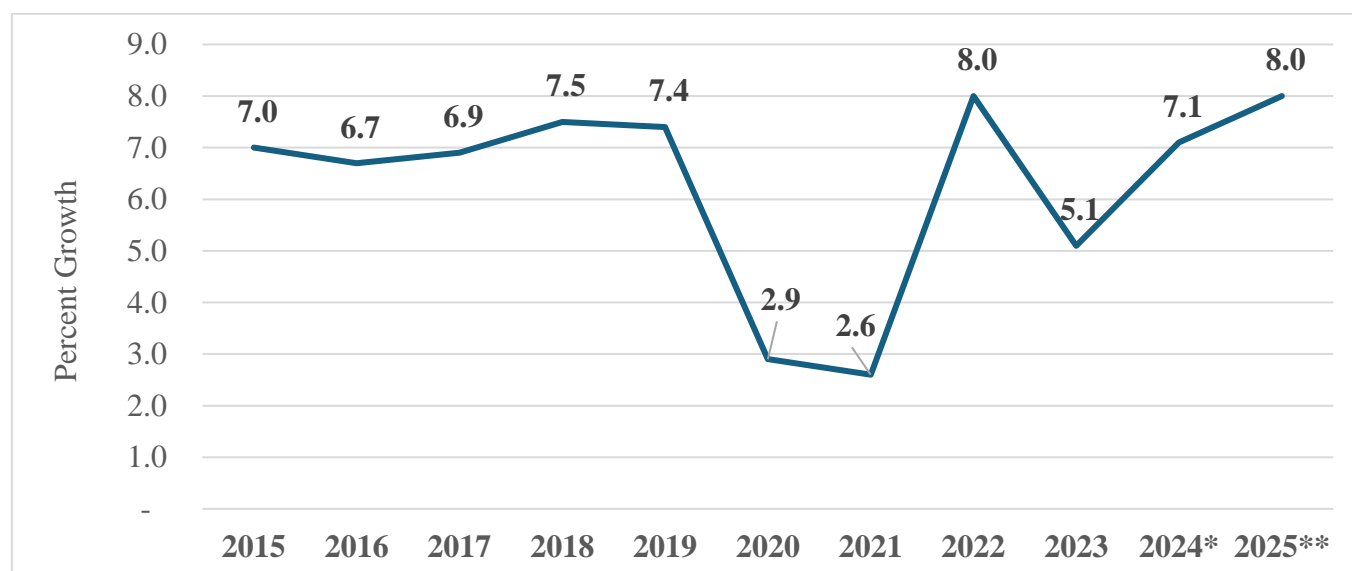
Office of Agricultural Affairs in Ho Chi Minh City

Tel.: 84-28-3520 4630; Email: atohochiminh@fas.usda.gov

Section I: Market Overview

Vietnam's population was approximately 101 million as of April 1, 2024¹, making the country the third most populous nation in Southeast Asia (behind Indonesia and the Philippines). Vietnam's economy rebounded strongly in 2024 with GDP growth reaching 7.09 percent year-on-year to roughly \$476 billion, driven by heavy public investments in infrastructure, record-high export performance, robust foreign investment inflows, e-commerce expansion, and a rebound in tourism. Vietnam's middle class keeps expanding from 17 percent of the total population in 2024 to the projected 26 percent in 2026, according to Vietnam's Ministry of Labor, Invalids and Social Affairs. The middle-class expansion plays a pivotal role in driving consumption of both local and imported goods. More about Vietnam's socio-economic situation in 2024 is available [here](#).

Figure 1: Vietnam's GDP Growth (annual percent)

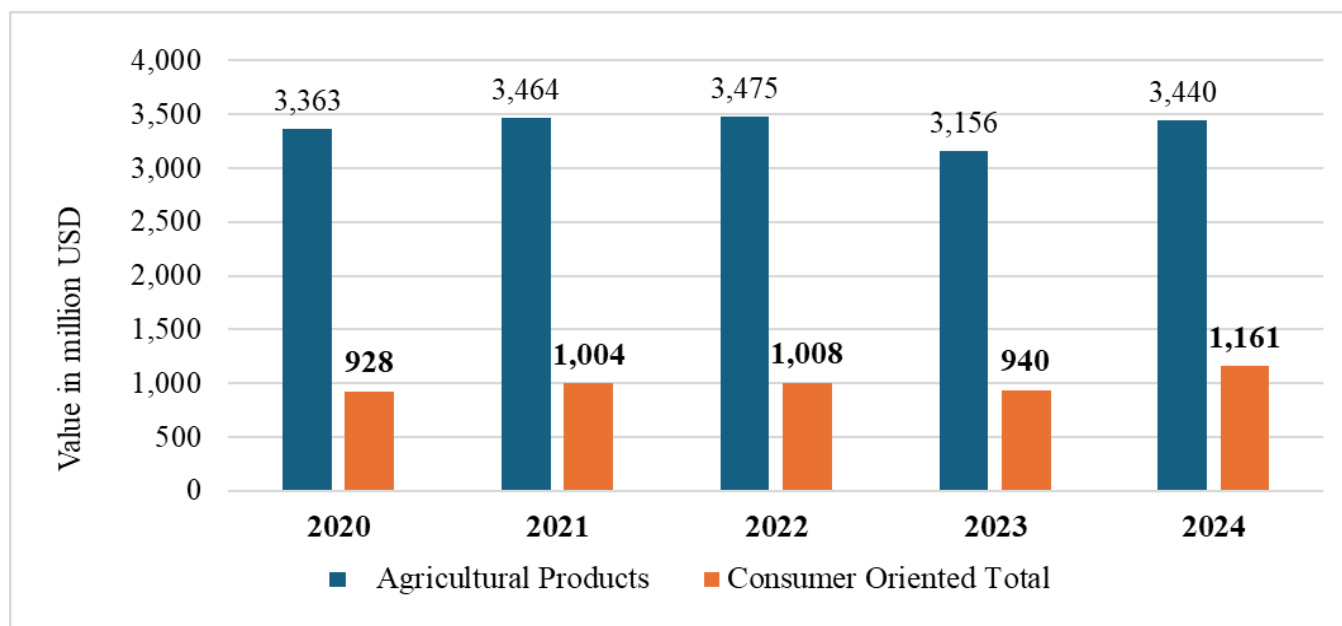


Source: World Bank; GSO Vietnam, *estimate; **forecast

Global exports of consumer-oriented products to Vietnam in 2024 increased 8.1 percent year-on-year to \$15 billion. The top five suppliers were China, the United States, Cambodia, the European Union, and India. The United States emerged as the second-largest exporter of consumer-oriented products to Vietnam with 7.7 percent market share in 2024, expanding to nearly 1 percent over 2023, despite tariff disadvantages against competitors that are Vietnam's free trade partners. Tree nuts, poultry meat, fresh fruit, dairy products, and non-alcoholic beverages were the largest export items, accounting for 78 percent of total U.S. consumer-oriented exports to Vietnam. Consumer-oriented exports account for approximately one third of total U.S. agricultural exports to Vietnam (Figure 2).

¹ Vietnam's General Statistics Office

Figure 2: Share of U.S. Consumer-Oriented in Total U.S. Agricultural Exports to Vietnam



Source: U.S. Census Bureau Trade Data

In the first quarter of 2025 (Q1/2025), Vietnam had a GDP growth rate of 6.9%. This rate was the highest first quarter GDP growth rate of the last five years' first quarters². The major drivers are predominantly the same as those in 2024.

Total goods imports in Q1/2025 increased 17 percent year-on-year to nearly \$100 billion, but consumer-oriented imports were flat, reflecting a trend of reduced consumer discretionary spending due to concerns about rising utility costs, insecure employment and inflationary pressures. Although the Government of Vietnam has set an ambitious GDP growth at 8 percent or even higher for 2025 (Figure 1), many international institutions have lower projections, given that the global growth would be lower-than-expected and trade disruptions, particularly among Viet Nam's major trading partners.

Early March 2025, the Government of Vietnam has restructured several ministries to streamline operation and support economic growth. The Ministry of Agriculture and Rural Development (MARD) has been merged with the Ministry of Natural Resources and Environment (MONRE) to form the Ministry of Agriculture and Environment (MAE). More details can be found at [VM2025-0009](#).

Vietnam remains a competitive market. Table 1 below summarizes some of the advantages and challenges U.S. exporters face in the market.

² Vietnam's GSO

Table 1: Advantages and Challenges

Advantages	Challenges
Demand for high-value consumer-oriented products continue to rise thanks to GDP growth and population growth.	Most low and middle-income households in small cities and rural areas cannot afford imported products due to widening income inequality and a lack of modern retail establishments.
Growth of the modern food retail, e-commerce, HRI, and food processing sectors continue to offer opportunities for imported food products, including those from the United States.	Wet markets and individual groceries remain the major retail channels for the majority of Vietnamese households, accounting for over 80 percent of total retail revenue.
Vietnam's continued global economic integration creates more openings for foreign products and better alignment with international standards.	Vietnam remains a price-sensitive market.
Local food processors continue to increase production capacity and improve product quality by using quality ingredients to meet both local and international market demand.	U.S. food ingredients face fierce competition from local and regional products.
Growth in convenience food stores, full-service restaurants, convention and wedding centers, and fast-food chains creates opportunities for quality food and food ingredients.	Rising, and already high, rental costs increase retail prices while purchasing power is weakening due to the slowdown of Vietnam's economy.
Food safety concerns boost demand for imported food products, especially from developed countries.	Technical barriers to trade, sanitary and phytosanitary issues, and high tariffs limit imports of U.S. consumer-oriented products.
Vietnam has recently reduced most-favored-nation tariff rates which also apply to the United States.	High tariffs have made U.S. consumer-oriented products less competitive than those imported from ASEAN members and Vietnam's FTA partners.

Section II: Exporter Business Tips

Vietnam is a challenging market with fierce competition, complex regulations, high import tariffs, and a heavy bureaucracy. U.S. exporters should prepare carefully and have a clear strategy before entering the market. Please refer to the *Local Business Customs and General Consumers Tastes and Trends* attached in Appendix 2 for further details.

Section III: Import Food Standards, Regulations and Import Procedures

1) Customs Clearance

Vietnamese customs officers may require different certificates depending on the nature of imported products in question. U.S. exporters should reference the most recent Vietnam FAIRS report [VM2024-0011](#) or contact FAS Vietnam regarding any export document or regulatory concerns.

2) Documents Generally Required by the Country Authority for Imported Food

a) Meat, Poultry, and Aquatic Products

Exporters that wish to export chilled and frozen meat, poultry, and frozen seafood products to Vietnam must register processing facilities with Vietnam's Ministry of Agricultural and Environment (MAE)/Department of Animal Health and Production (DAHP). Once DAHP approves a registration, they will list the establishment on their website <https://cucthuy.gov.vn/>, after which the company's registered products can be imported and circulated in the Vietnamese market.

For meat and poultry products registration, please use the *Updated Form 9 Decree 15 Instruction* and *Updated Form 9 Decree 15* in Appendix 3 and Appendix 4 and contact usda4circ25@gmail.com for further details.

For seafood other than live seafood, please refer to instructions on the National Oceanic and Atmospheric Administration (NOAA) website: <https://www.fisheries.noaa.gov/export-requirements-country-and-jurisdiction-n-z#vietnam>.

Special Notes

The recent Circular 04/2024 requires importers to include HS codes in the inspection form and adds Salmonella, E. coli and Newcastle disease testing requirements. This Circular has negatively affected U.S. beef, pork, and poultry exports to Vietnam. Please refer to the GAIN report [VM2024-0009](#) for further details.

- Export certificate(s) are strictly required. The export certificates are commonly known as health certificates (HCs) in Vietnam's meat and poultry industry.
- The HC number MUST MATCH the certificate number on the box labels. MAE's port quarantine officers will reject shipments with discrepancies.
- HCs for Vietnam MUST BE endorsed PRIOR to the shipping (bill of lading) date. Vietnam reserves the right to reject ALL animal product shipments where the HC is dated AFTER the shipment date of the product. Please refer to these links for further details: <https://www.fsis.usda.gov/inspection/import-export/import-export-library/vietnam> and <https://www.aphis.usda.gov/animal-product-export/export-animal-products-vietnam>

- Consolidated shipments that include products from unregistered facilities are subject to burdensome paperwork, heavy fines, and rejection/forced re-export.
- Discrepancy in product description between HCs and the import permit and systematic use of random importers as placeholders can lead to stringent inspections, resulting in burdensome paperwork, detainment, or rejection.
- Shipments which are diverted from other countries to Vietnam face a high risk of being rejected if the shipments had already landed at ports of previous importers, although the container number and the seal number remain intact. Local Customs would require owners of rejected shipments to return them to ports of loading or ports of the original exporting country.

b) Live Aquatic Products

A health certificate is required. New-to-market live aquatic species NOT included in the *List of Live Aquatic Species Eligible for Trade in Vietnam* in Appendix VIII of Decree 26/2019 guiding the implementation of the Fish Law,³ are subject to a “Risk Assessment Process”. Please refer to the Appendix 5 “*Decree 26- Appendix VIII*” and Appendix 6 “*20190729-Guidance for the Importation of Live Aquatic Species to Vietnam for Food Use*” for further details.

c) Fresh Produce

A phytosanitary certificate is required. Fresh produce is subject to plant quarantine and fresh fruits, roots, living plants, and living parts of plants are subject to a pest risk assessment (PRA). Please refer to GAIN report [VM4057](#) for quarantine and PRA regulations and GAIN report [VM2024-0003](#) for a list of HS codes subject to plant quarantine regulations for further details. Products listed in Section 9, except some items which are in sealed packaging for retail, must be accompanied by a phytosanitary certificate.

To date, Vietnam has officially granted access for nine varieties of U.S. fresh produce: apples, cherries, grapes, pears, blueberries, oranges, grapefruit, peaches and nectarines, and U.S. fresh potatoes (not seed potatoes). For more details on varieties approved for import into Vietnam, please refer to the Appendix 7 “*List of U.S. Fresh Fruit Approved for Import to Vietnam.*”

d) Processed Foods and Beverages

Local importers are authorized to import and sell newly imported products immediately after they have posted the Product Self-Declaration documentation. Please refer to GAIN report [VM8016](#) for further details. U.S. exporters should work with their local importers by providing government required certificate(s) and product samples.

³ Decree 26/2019 guiding the implementation of the Fish Law is available [here](#).

Special Notes

Wine, beer, and spirits are subject to a special consumption tax (SCT), which is currently 35% for wine (*less than 20% alcohol by volume*) and 65% for beer and spirits (*20% alcohol by volume and above*). The GVN has shifted taxation from the import price to the “selling (retail)” price. Please refer to [VM6056](#) for more details.

SCT Update: On June 14, 2025, Vietnam’s National Assembly passed the amended SCT Law, introducing new SCT rates on alcoholic beverages. The legislation will take effect on January 1, 2026, with the first increase on January 1, 2027.

Under the amended law, the current 65 percent ad valorem SCT rate for wine and spirits with an alcohol contain of 20 percent or higher, as well as for all beer products (group 1), and 35 percent for wine with an alcohol contain lower than 20 percent (group 2) will remain in place through the end of 2026.

Beginning in 2027, the rate will increase by 5 percent annually, reaching 90 percent for group 1 and 60 percent for group 2 by 2031.

e) Permissible Food Additives and Flavors

The Ministry of Health (MOH) changed some rules on food additives, flavors, and processing aids in Circular 17/2023. This Circular follows the list of food additives and how much of them can be used from the newest version of the GSFA CODEX STAN 192-1995. Vietnam also allows the use of flavors that have been evaluated by JECFA or recognized as GRAS by FEMA or accepted by the EU. In addition, Circular 17/2023 provides an updated list of processing aids. Circular 17/2023 started on November 9, 2023. For more information, please see [VM2023-0073](#).

3) Country Language Labeling Requirements

Labeling requirements for goods circulated in the Vietnamese market, including imported food, are stipulated by Decree 43/2017. In short, all imported foods, except for those products destined for further processing and repackaging in Vietnam, must have secondary labels listing contents in Vietnamese that are consistent with the original label and supplement mandatory contents required by the nature of the goods. On December 9, 2021, Decree 111/2021/ND-CP was issued to amend and supplement labeling requirements for goods, including food, beverages, and agricultural products. Some of the key changes are: 1) the original label of imported goods must include the origin of goods and the name of the manufacturer or the entity responsible for the goods in the country of origin, 2) the Vietnamese language label must include the mandatory content translated from the original label, 3) the ingredients declaration must specify the name, group, and nature of additives, sweeteners, colorants, and flavorings, 4) the nutritional composition and values must be labeled according to the Ministry of Health’s guidance. Please refer to GAIN report [VM2021-0110](#) and for further details.

On December 30, 2023, MOH issued Circular 29/2023 providing guidelines for nutritional labeling for pre-packaged foods. Those include mandatory labelling of nutritional ingredients, exemptions from nutritional labeling, and presenting nutrient values. Please refer to GAIN report [VM2024-0001](#) for further details.

4) Tariffs and FTAs

As of June 2025, U.S. exporters continue to face tariff disadvantages in Vietnam, which reduce the competitiveness of U.S. products against those from countries that have Free Trade Agreements (FTAs) with Vietnam.

Vietnam has signed significant FTAs with over 50 nations, including individual-based agreements as well as those signed via economic blocs, including the European Union-Vietnam FTA (EVFTA), the Regional Comprehensive Economic Partnership (RCEP) whose members are ASEAN, Australia, China, Japan, New Zealand, and South Korea, and Vietnam-UK FTA (UKVFTA).

As a member of ASEAN, Vietnam is party to ASEAN-China, ASEAN-Korea, ASEAN-Japan, ASEAN- New Zealand-Australia, ASEAN-India, ASEAN-Hong Kong (AHKFTA), and RCEP. Individually, Vietnam has signed the Vietnam-Japan FTA, Vietnam-Korea FTA, Vietnam-Chile FTA, the Vietnam-Eurasian Economic Union (EAEU), the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), EVFTA, UKVFTA, and recently the Vietnam-Israel FTA. Other FTAs that are under negotiation include the Vietnam-EFTA (Switzerland, Norway, Iceland, and Liechtenstein), and the Vietnam-UAE FTA.

Through these FTAs, Vietnam aims to boost exports and attract more FDI. In exchange, Vietnam has committed to lowering import tariffs, eliminating quotas, increasing market access for goods and services, strengthening protections for intellectual property rights, enhancing legislative and regulatory transparency, and improving commercial dispute settlement and trade facilitation processes. Tariffs on products imported into Vietnam can be found on the [Vietnam Customs website](#).

Special notes:

On May 31, 2023, the Government of Vietnam (GVN) issued Decree 26/2023 on the schedule of tariffs including export tariffs, preferential import tariffs, list of goods, flat tariffs, compound tariffs, and out-of-quota import tariffs. This Decree lowered MFN tariff rates on ethanol to 10% from 15%. Please refer to GAIN report [VM2023-0035](#). This Government Decree entered into force on July 15, 2023.

On March 31, 2025, the GVN issued Decree 73/2025, continue reducing the MFN import tariff rates on ethanol, frozen chicken drumsticks, in-shell pistachios, almonds, fresh apples, cherries, and raisins. Vietnam has eliminated tariffs on corn and soybean meal. Please refer to GAIN report [VM2025-0014](#)

FTAs with other trading partners, especially the reduction and elimination of tariffs, threaten the competitiveness of U.S. food and agricultural exports. For more about FTA competition in Vietnam, please refer to GAIN reports [VM2022-0038](#) and [VM2024-0014](#)

Section IV: Market Sector Structure and Trends

1) Distribution Channels

Please see an outline of *distribution channels for imported U.S. products in the Vietnamese market* in Appendix 8.

2) Market Trends

Recent changes in tax regime could reform Vietnam's retail sector. The National Assembly passed [Resolution no. 198/2025/QH15](#) on May 17, 2025, providing additional policies to facilitate private sector development, focusing on three key areas: tax reform, food safety and control of counterfeit goods. The overall objective is to foster a healthier business environment, support sustainable development and protect consumers' benefits.

While traditional retail channels (wet markets, and online/offline household groceries) find Resolution 198 and reformed tax regulations' ([Decree 70/2025/ND-CP](#)) requirements hard to comply with due to multiple obstructions, i.e. lack of inventory management, transaction tracking (receipt and invoices), quality and origin control; modern retail channels consider the Resolution and tax reform as a more level playing field to compete with the traditional channels.

With advanced business management systems, that have already fully met the requirements of recent tax reforms and stricter control of food safety and product origins, modern retail channels could increase sales of registered products including imported food and beverages.

Section V: Agricultural and Food Imports

Top 5 consumer-oriented exports to Vietnam in 2024 included tree nuts, fresh fruits, beef, dairy products and fresh vegetables. While tree nuts, including cashew nuts, almonds, pistachios and wall nuts, are imported for further processing and re-exports; the others are mostly for domestic consumption (see Table 2).

Meanwhile, coffee (roasted or extract), chocolate and cocoa products, meat products NESOI, petfood, and beef were the top 5 fastest growing items (Table 3).

Table 2: Top Ten Consumer-Oriented Agricultural Products imported to Vietnam (million U.S. dollars)

No.	Product description	Global Exports				
		2020	2021	2022	2023	2024
1	Tree Nuts	2,323	1,927	1,517	2,181	2,483
2	Fresh Fruit	2,678	2,105	1,725	1,691	1,886
3	Beef & Beef Products	677	849	831	1,329	1,406
4	Dairy Products	1,122	1,341	1,300	1,185	1,216
5	Fresh Vegetables	1,169	1,157	1,106	1,180	1,186
6	Soup & Other Food Preparations	778	967	1,193	1,098	1,116
7	Processed Vegetables	586	760	793	974	955
8	Non-Alcoholic Bev. (ex. Juices, Coffee, Tea)	543	564	663	571	674
9	Mfg. Tobacco	544	718	344	542	645
10	Distilled Spirits	357	476	377	423	431

Source: Trade Data Monitor LLC

Table 3: Top Ten Fastest Growing Consumer-Oriented Agricultural Products Imported to Vietnam (million U.S. dollars)

No.	Product description	Global Exports					
		2020	2021	2022	2023	2024	CAGR*
1	Coffee, Roasted and Extracts	39	52	72	49	105	22%
2	Chocolate & Cocoa Products	64	144	126	123	171	22%
3	Meat Products NESOI	75	117	128	147	178	19%
4	Dog & Cat Food	29	38	51	54	64	17%
5	Beef & Beef Products	677	849	831	1,329	1,406	16%
6	Processed Fruit	130	148	188	192	232	12%
7	Processed Vegetables	586	760	793	974	955	10%
8	Fruit & Vegetable Juices	21	19	26	28	33	9%
9	Chewing Gum & Candy	72	75	105	97	113	9%
10	Bakery Goods, Cereals, & Pasta	283	344	418	387	426	9%

Source: Trade Data Monitor LLC

* Compound Annual Growth Rate

Best High-value, Consumer-Oriented Product Prospects Categories:

Tree nuts, fresh fruit, beef and beef products, dairy products, fresh vegetables, chocolate and cocoa products, poultry meat & prods. (ex. eggs), non-alcoholic beverages (ex. juices, coffee, tea), condiments and sauces, and pet food.

Section VI: Key Contacts and Further Information

1) U.S. Department of Agriculture/Foreign Agricultural Service (USDA/FAS)

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.

FAS Hanoi, Vietnam

Rose Garden Tower, 3rd Floor, 170 Ngoc Khanh, Ba Dinh District, Hanoi

Tel: (84.24) 3850-5000

Email: aghanoi@fas.usda.gov

FAS Ho Chi Minh City, Vietnam

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Tel: (84.28) 3520-4630

Email: atohochiminh@fas.usda.gov

APHIS Hanoi, Vietnam

Rose Garden Tower, 3rd Floor, 170 Ngoc Khanh, Ba Dinh District, Hanoi

Tel: (84.24) 3850-5000

Email: Brooke.Rockentine@usda.gov

2) State Regional Trade Groups

<http://www.fas.usda.gov/programs/market-access-program-map/state-regional-trade-groups>.

3) USDA Cooperators

USDA Cooperators, which represent specific U.S. agricultural commodities, can facilitate market penetration and expansion for U.S. exporters with their resources. Contact information is available in Appendix 9.

4) American Chamber of Commerce in Vietnam

The American Chambers of Commerce in Vietnam (AMCHAM) serve as the point of contacts for members of the American business community. AmCham Hanoi and AmCham HCMC have various committees that member can join to focus on issues concerning food, agriculture, and agribusiness.

AmCham Hanoi: <http://www.amchamhanoi.com>

AmCham Ho Chi Minh City: www.amchamvietnam.com

5) Key Government Contacts

MAE/Plant Production and Protection Department (PPPD) www.ppd.gov.vn

MAE/Department of Animal Health and Production (DAHP) www.cucthuy.gov.vn

MAE/Department of Fisheries and Surveillance (DFiS) <https://tongcucthuysan.gov.vn/vi-vn/>

Vietnam Food Administration (VFA) www.vfa.gov.vn

Ministry of Industry and Trade www.moit.gov.vn

Attachments:

[Appendix 1 - U.S. Agricultural Exports to Vietnam.pdf](#)

[Appendix 2 - Local Business Customs, and General Consumers Tastes and Trends.pdf](#)

[Appendix 3 - Updated Form 9 Decree 15 \(2023-12\).doc](#)

[Appendix 4 - Updated Form 9 Decree 15 Instruction \(Dec 2023\).doc](#)

[Appendix 5 - Decree 26 \(Appendix III\).pdf](#)

[Appendix 6 - Guidance for the importation of Live Aquatic Species to Vietnam for Food Use.pdf](#)

[Appendix 7 - List of fresh fruits approved for import to Vietnam 2025.pdf](#)

[Appendix 8 - Distribution Channels of Imported U.S. Products in Vietnam.pdf](#)

[Appendix 9 - USDA Cooperators Active in Vietnam.pdf](#)