



Insights into the Vietnamese market

Interesting Statistics



Largest exporter of rice in the world



Second largest coffee producer with 16% of all worldwide production



A popular alcoholic drink is a rice wine with a venomous snake inside



Largest exporter and producer of cashew nuts with over 30% of worldwide production



Most-health conscious country in Southeast Asia

Industry Trends



The F&B industry is expected to grow by over 17% annually in the coming years



The Vietnam beverage industry is growing at over 6% annually



Free trade agreements recently signed with the EU, ASEAN countries and a BTA with the USA



Consumer expenditure is growing steadily at over 8% per year



35% of the Vietnamese out-of-home consumption share is from Western food

Opportunities

- ✓ Consumers are **willing to pay more** for healthy and well-known international brands
- ✓ Local food manufacturers **rely on international suppliers and ingredients** due to lax local safety laws
- ✓ The **premium F&B market is under-represented** by local companies
- ✓ Food products importation has been **simplified** in recent years

Challenges

- ✓ Many local suppliers are **not reachable online** and are operating on a localized small scale
- ✓ **Lax local health and safety laws** regarding supplements and medication
- ✓ **Humidity and heat** levels reduce perishable goods' shelf-life
- ✓ Parts of the country is covered in **dense jungle vegetation** making supply lines difficult

Learn more about Vietnamese F&B ingredients market.