Vietnamese Food & Beverage Industry Overview

Market Overview



95 millionVietnamese population



30 median age



14th most populous country in the world



6-7% annual GDP growth over the past 10 years



40% urban population by 2025



7%
average growth of food manufacturing in the past 5 years



84% of food companies have less than 50 employees



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

Key Food and Beverage Trends



Willingness of Vietnamese consumers to pay higher prices for organic products, environmentally conscious options, and products from foreign brands



Natural and fresh local ingredients at the heart of culinary habits



Top consumers of **beer** in Asia

Main Exports



Rice



Catfish





Cashews



Fruit & Vegetables



Coffee

Industry Forecast



Predicted to be among the TOP 3 countries in Asia in terms of F&B development



Predicted to have the fastest growth rate (4.5%) in the Southeast Asian dairy industry

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