

## **Fruits in Vietnam**

Market Direction | 2025-01-20 | 20 pages | Euromonitor

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### **Report description:**

Fruits in Vietnam witnessed an influx of imported varieties in 2024, thanks in large part to the government's open policy towards international integration. The import of foreign fruits and vegetables is steadily increasing in Vietnam, with new varieties gaining approval for market entry. These products are now widely available through traditional and online channels, reaching both urban and rural areas. On August 12, a ceremony in Ho Chi Minh City, co-hosted by the US Consulate General and the...

Euromonitor International's Fruits in Vietnam report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2020-2024, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Apples, Banana, Cherries, Cranberries/Blueberries, Grapefruit/Pomelo, Grapes, Kiwi Fruit, Lemon and Limes, Oranges, Tangerines and Mandarins, Other Fruits, Peaches/Nectarines, Pears/Quinces, Pineapple, Plums/Sloes, Strawberries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

#### **Why buy this report?**

- \* Get a detailed picture of the Fruits market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
January 2025

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