

Vietnam Vegetable Seed - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Vietnam Vegetable Seed Market size is estimated at 78.42 million USD in 2025, and is expected to reach 109.7 million USD by 2030, growing at a CAGR of 6.95% during the forecast period (2025-2030).

Hybrids dominated the market due to the high adaption and availability of hybrid seeds are driving the market growth

- In Vietnam, hybrid vegetable seeds dominated the market, accounting for 73.7% of the vegetable seed market in 2022. This is mainly due to the high adaption and availability of hybrid seeds compared to open-pollinated varieties and hybrid derivatives, where the adaptability is low.?
- The unclassified vegetables hybrid seed segment held a major share value in the vegetable seed market with 34.5% in 2022, followed by roots and bulbs seeds. Among vegetables, cabbage is largely cultivated, and increased consumption of cabbage is estimated to increase the demand for seeds. Farmers can grow healthier, more nutrient crops with hybrid vegetable seeds that are also climate-resistant, need less irrigation, protection, and fertilizer, and have shorter production cycles.
- Open-pollinated varieties and hybrid derivatives accounted for a market share of 26.3% in 2022. The low share is mainly due to a preference for high-yielding and disease-resistant hybrids. Roots and bulbs crops dominated the open-pollinated varieties and hybrid derivatives seed market, accounting for 31.3% of the market value, followed by unclassified vegetables at 27.7%, cucurbits at 15.7%, Solanaceae at 14.2%, and brassicas at 11.1% in 2022.???
- More than 80% of the hybrid seeds are imported from other countries, especially Thailand, China, Japan, and South Korea. This is mainly due to the high cost of production, which is difficult to compete with imports.?
- Thus, the rising population, increasing demand for food, and high demand for high-yielding hybrid varieties are expected to drive the growth of the hybrid seeds market during the forecast period.?

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Vietnam Vegetable Seed Market Trends

Chili, onion, tomato, cabbage, and potato are the major vegetable crops grown in Vietnam due to the increasing consumption demand and high profit for growers

- In Vietnam, the area under vegetable cultivation was 1.8 million hectares in 2022, accounting for 17.4% of the total cultivated land. The area grew by 0.9% between 2016 and 2022 due to the increased demand for vegetables in the country. Tomato, chili, onion, cabbage, and potato are the major vegetables cultivated in the country. Among vegetables, the roots and bulbs segment accounted for 40.6% of the vegetable area in 2022. In roots and bulbs, onions were the major bulb crops, with a cultivation area of 98.2 thousand hectares in 2022. Onions held about 5.3% of the vegetable area in the country. The larger cultivated area was due to high incomes during off-seasons. Hence, farmers were excited to cultivate for high profits.
- In 2022, Solanaceae crops accounted for 92.7 thousand hectares, which increased by 4.7% between 2016 and 2022. Chili and tomatoes are mainly grown in the country among Solanaceae crops. During 2016-2022, chili and tomato cultivation areas increased by 3.4% and 10.0%, respectively. The increased area of these crops reflected the high economic value to the growers and the demand generated by the increased population.
- Among cucurbits, cucumber, and gherkins had a cultivation area of 6,416 hectares in 2022, which increased by 7.5% between 2016 and 2022. In brassicas, cabbage is a major crop; it occupied 37.9 thousand ha in 2022. The availability of multiple tolerant and resistant varieties with high-yielding traits was the major factor that made it possible to grow brassica crops throughout the year. Due to growing health awareness and rising disposable incomes, the demand for vegetables is increasing. Therefore, the vegetable area is anticipated to increase during the forecast period.

Vietnam extensively cultivates cucumber hybrids with disease resistance and other attributes and high-yielding varieties of asparagus with multiple traits

- Cucumbers and asparagus are the major vegetable crops grown in Vietnam. Quality attributes such as color, size, shape, aroma, and taste have the highest demand from cucumber growers as these traits help them sell their crops at a higher price and meet the growing demand for salads. For instance, Rijk Zwaan's Sugoy RZ F1, Khassib RZ F1, and Groupe Limagrain's CAESAR 17 F1 have these traits, and these varieties are among the largest sellers of cucumber crops in the country. Furthermore, Bejo Zaden has about eight products with traits such as shoot size, shape, and size of asparagus.
- Disease-resistant traits for cucumbers are majorly adopted by growers in the market as cucumbers are widely affected by powdery mildew, black rot, and fusarium wilt, which affect the yield by 10-20%. Hence, there is an increasing demand for seeds that are resistant to these diseases. Cengel RZ F1, AKIDO RZ F1, and Sakura are some of the products by Rijk Zwaan and Vina Seed that help build resistance to these diseases.
- High uniformity, long shelf life, and wider adaptability are the other traits in high demand in the country. These traits are preferred by growers as they allow cultivation in different climatic conditions and soil types with longer storage capacity, as well as fetch higher prices. Companies such as Groupe Limagrain, Vina Seed, and Bejo Zaden have seed varieties with these traits.
- High-quality vegetables produced by resisting different diseases and increasing their shelf life will help increase the demand for

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these traits and boost the growth of the seed market during the forecast period.

Vietnam Vegetable Seed Industry Overview

The Vietnam Vegetable Seed Market is fairly consolidated, with the top five companies occupying 68.49%. The major players in this market are Bayer AG, Enza Zaden, Groupe Limagrain, Syngenta Group and Vietnam National Seed Group (VINASEED) (sorted alphabetically).

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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