

Vietnam Fruit and Vegetable Market Report and Forecast 2025-2034

Market Report | 2025-06-06 | 112 pages | EMR Inc.

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Report description:

The Vietnam fruit and vegetable market reached approximately USD 16.70 Billion in 2024. The market is projected to grow at a CAGR of 5.20% between 2025 and 2034, reaching a value of around USD 27.73 Billion by 2034.

Vietnam Fruit and Vegetable Market Outlook

- Vietnam purchased approximately \$1.96 billion worth of fruit and vegetable products in 2023, as reported by the Vietnam Fruit and Vegetables Association.
- Australia's horticultural exports to Vietnam have made it the second-largest export market for the country, representing 7% of all Australian horticultural exports in the financial year leading up to July 2023.
- Vietnam's agricultural sector achieved its highest growth in recent years in 2022, reaching 3.36%.

Vietnam Fruit and Vegetable Market Growth

Vietnam is projected to have a total fruit farming area of 1.29 million hectares in 2024, which is an increase of approximately 20,000 hectares from the previous year. The Vietnam Fruit and Vegetable Association has reported a growth of 27% in the turnover of certain fruits in the first quarter of 2024 compared to 2023. The total fruit output by the end of 2024 is anticipated to be 13.5 million tonnes, marking a 3.4% increase from the previous year.

Rapid urbanisation is leading to a higher demand for fresh produce, as urban residents generally have higher disposable incomes and improved access to modern retail outlets. The increasing awareness of the health benefits associated with consuming fresh fruits and vegetables also is leading to a growing interest among consumers in Vietnam. Furthermore, the growing adoption of advanced farming techniques like hydroponics, precision agriculture, and organic farming has improved both the quantity and quality of produce, which further leads to the market expansion.

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The increasing consumer inclination towards organic and sustainably grown fruits and vegetables is fuelling the expansion of the market. To cater to this demand, there is a growing adoption of organic farming methods. There are nearly 100 stores in Hanoi, the capital of Vietnam, that offer fresh, organic fruits and vegetables for purchase. Furthermore, there are at least 10 stores that currently label their food as "clean", and just under 60 shops in the city are licensed to sell safe fruits and vegetables.

Vietnam Fruit and Vegetables Industry Segmentation

"Vietnam Fruit and Vegetable Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Product:

- Fruits
- Vegetables

Market Breakup by Type:

- Fresh
- Dried

Market Breakup by Distribution Channel:

- Hypermarkets/Supermarkets
- Convenience Stores
- Online Channels
- Others

Market Breakup by Region:

- Southeast
- Red River Delta
- Mekong River Delta
- South Central Coast
- Others

Vietnam Fruit and Vegetable Market Share

Based on type, the market is segmented into fresh and dried. Fresh fruits and vegetables are projected to grow at a CAGR of 5.0% between 2025 and 2034. Fresh produce maintains its original texture, juiciness, and nutritional content while providing a wholesome and refreshing experience. On the other hand, dried fruit removes moisture and intensifies natural sugars.

Leading Companies in the Vietnam Fruit and Vegetable Market

Major players are focusing on the adoption of advanced farming practices and sustainable farming methods to gain a competitive edge in the market.

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- Doveco
- Luong Gia Food Technology Joint Stock Company
- Giang Food and Vegetables Joint Stock Company
- Red River Foods Inc.
- The Fruit Republic Limited
- Others

Vietnam Fruit and Vegetable Market Report Snapshots

Vietnam Fruit and Vegetable Market Size

Vietnam Fruit and Vegetable Market Growth

Vietnam Fruit and Vegetable Market Share

Vietnam Fruit and Vegetable Companies

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