

Vietnam Agriculture Market Size and Share - Outlook Report, Forecast Trends and Growth Analysis (2025-2034)

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Report description:

The Vietnam agriculture market was valued at USD 69.80 Million in 2024. The industry is expected to grow at a CAGR of 3.50% during the forecast period of 2025-2034. Rural e-commerce platforms are expanding, bringing farmers directly to consumers and input providers, while cutting down on middlemen costs overall. This has widely improved profit margins along with the entire agricultural value chain in Vietnam. In turn, all these factors have resulted in the market attaining a valuation of USD 98.46 Million by 2034.

Vietnam Agriculture Market Report Summary

Description

Value

Base Year

USD Million

2024

Historical Period

USD Million

2018-2024

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Forecast Period

USD Million

2025-2034

Market Size 2024

USD Million

69.80

Market Size 2034

USD Million

98.46

CAGR 2018-2024

Percentage

XX%

CAGR 2025-2034

Percentage

3.50%

CAGR 2025-2034 - Market by Sector

Farming

XX%

Vietnam Agriculture Market Overview

Innovations in Technology, Government Reforms and Improved Export Logistics Drive the Market Growth

The agricultural market in Vietnam is swiftly evolving into a high-value, technology-driven sector due to strong government reforms, improving export logistics, and rising consumer demands for safe and traceable foods. Key market trends such as climate-smart agriculture, AI crop management, and regenerative agriculture become prominent. Major players are fast-tracking the development and implementation of sustainable practices to abide by global standards through partnerships, e-commerce channels, and blockchain technology. The increasing emphasis on supply chain transparency coupled with digital integration is directing investments to different segments within farming, processing, and agri-fintech. Vietnam is positioned as a top

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agricultural market in Southeast Asia with immense potential, thanks to variances in crop base, export-centric production, and a fast-growing innovative ecosystem.

Vietnam Agriculture Market Drivers

Innovations in Technology Boosting the Market Demand

The Vietnam agriculture market is currently undergoing a transformation phase, where the traditional form of agriculture is being combined with technology to meet an ever-increasing demand. The growth of the market is being driven by increasing food demand in domestic and international markets, climate-resilient investments, and digital innovations in farm management.

Growing Demand Due to Rising Middle-Class Population Powered by Urbanization and Government Policies

Urbanization and a strengthening middle-class population have changed consumption patterns toward higher-quality food, dairy, and meat, boosting the overall Vietnam agriculture market trends and dynamics. At the same time, several government policies have made the country one of the global agri-export powerhouses. These initiatives have further resulted in strategic investments in logistics, storage, and value-added processing. Vietnam is one of the top producers of rice, coffee, and seafood, giving it a strong foothold across the globe and further stimulating growth and modernization amongst agriculture sectors.

Growing Adoption of Smart Irrigation

Climate change poses dual threats to agriculture by jeopardizing yields while propelling adoption of smart irrigation, resilient crop varieties, and precision agriculture, further accelerating the Vietnam agriculture market revenue growth. Companies are increasingly adopting AI, IoT sensors, and drone technologies, notably in rice and fruit farming. On the other hand, the demand for organic and traceable agricultural products is being stimulated by the transition toward sustainable practices dictated by EU and global trade standards.

Trends in the Vietnam Agriculture Market

Acceleration of Digitization in Farming Practices Enhancing Efficiency

The rapid transformation in the Vietnam agriculture market is vast and all-inclusive. Companies like Viettel Post and NextFarm offer farm management platforms with IoT-based soil monitoring, weather tracking, and automated irrigation. These technologies are not just for large agribusinesses; in fact, many cooperatives have engaged quite affordably with technology to improve crop yields and waste reduction.

Growing Popularity of Green and Organic Agriculture Practices

As per the Vietnam Agriculture market analysis, consumers have started to demand safe, trackable, and eco products rapidly. Businesses like VinEco (part of Vingroup) and TH Group are increasing their organic lines and hydroponic farms. Government support and free-trade agreements boost organic exports, especially to Europe, thus leading to a massive increase in certified organic farmlands.

Vietnam Agriculture Market Share

By Sector, Farming Dominates the Agricultural Value Chain

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The farming sector constitutes the backbone of the agricultural market in Vietnam. Major farming activities include rice cultivation, fruit orchards, aquaculture, and livestock. Among them, rice and seafood production are led by the Mekong Delta, while the specialty of the South-Central coast is coffee and pepper farming.

On the other hand, agricultural equipment, comprising tractors, harvesters, and drone sprayers, is the fastest-growing segment that is boosting heavy demand in the Vietnam agriculture market. Mechanization is effective in cutting labor costs and improving efficiency in rice and sugarcane farms. Likewise, fertilizer demand for organic and biofertilizers increases, with the government providing incentives and environmental regulations enhancing the sustainability of farming.

Vietnam Agriculture Market Regional Insights

Mekong River Delta Dominates the Vietnam Agriculture Market Landscape

The Mekong River Delta agriculture market growth is contributed by the region's extensive alluvial plains and irrigation systems. Current government initiatives on water management and infrastructure is also expected to retain the region's dominance, although it is noted to have salinity intrusion problems and current climate challenges.

High-value agriculture segments such as organic vegetables, dairying, and urban agriculture have contributed to the Southeast Vietnam agriculture market value, particularly with Dong Nai and Binh Duong. The region's proximity to important cities and ports has given it an advantage in terms of logistical arrangements in addition to the development of the agri-processing industry. Thus, the region has attracted investments from domestic and foreign agri-tech companies.

Competitive Landscape

Major Vietnam agriculture market players are tilting toward product range expansion and R&D towards sustainability. For example, businesses are launching climate-resilient crop varieties and pesticide alternatives with zero residues to keep up with slippage evolving trade standards. Additionally, end-to-end supply chains from seed to shelf have been created mainly via mergers and partnership contracts.

Most of the Vietnam agriculture companies are now looking into traceability technology while complying with international certifications such as GlobalG.A.P. and ASC. Digital platforms and blockchain are helping companies provide transparent sourcing data which builds trust in export markets such as the EU and Japan.

Cargill, Incorporated

Founded in 1865, Cargill is located in Minnesota, United States. The company majorly deals in animal nutrition, grain trading, and cocoa sourcing. Cargill Vietnam's strategy is to build modernized feed mills and sustainability partnerships through smallholder schemes.

Olam Group

Founded in 1989 and headquartered in Nigeria, Olam is a leading player in the export of coffee, cashew nuts, and rice in Vietnam. The company's digital traceability tools and precision farming practices are used to reach high level quality for sales to premium global buyers in compliance with EU sustainability norms.

V.A.F. Vietnam Agriculture Food Co., LTD

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Headquartered in Ho Chi Minh City, V.A.F. deals in exports of fruits and vegetables. This company is investing in cold chain logistics and organic certification to meet high-end markets demands in Japan, Korea, and Europe.

Agrideco Vietnam Company Limited

Established in 2015, Agrideco works with sustainable rice and fresh produce. It directly works with farmers in promoting Good Agricultural Practices (GAP) and engages in e-commerce channels for home-grown organic delivery services.

Others key players in the Vietnam agriculture market include Louis Dreyfus Company, ADAMA, The PAN Group, Vingroup, Bayer AG, and BASF Vietnam Co., Ltd., among others.

Recent Developments

May 2025

The Crop Production and Plant Protection Department (Ministry of Agriculture and Environment - MAE), in conjunction with the Food and Agriculture Organization of the United Nations (FAO), hosted a workshop to kick off project TCP/RAS/3907.

April 2025

Leading high-tech agriculture firm in the region signed an agreement with Sungai Budi Group to carry out the collaboration commitments contained in the Memorandum of Understanding (MOU) agreed in March 2025 in Indonesia.

November 2024

Summit Agro International Ltd., a subsidiary of Japanese conglomerate Sumitomo, has purchased a 49% stake in Hop Tri Investment Corporation, a leading crop protection provider in Vietnam.

October 2024

Bayer formally inaugurated the Better Life Farming (BLF) Alliance in Vietnam, which aims to support local smallholder coffee and durian producers. This initiative provides access to new technologies and expert advice to improve farming efficiency, assure high-quality harvests, and help local smallholder farmers succeed.

Market Outlook: 2025-2034

The Vietnam agriculture market is expected to grow steadily. Smart agriculture technologies, favorable trade agreements like EVFTA, and growing consumer preference for traceable, safe food will be some of the major driving factors. Moreover, the government-driven 'green agriculture' strategy is expected to encourage organic production, renewable energy on the farms, and climate-adaptive innovations. Owing to increased investments in agriculture-based R&D activities, logistics, and export processing zones, Vietnam is well-positioned to become a global hub for high-value and sustainable agricultural products.

Why This Report?

The Vietnam Agriculture Market Report and Forecast 2025-2034 delivers a thorough and strategic analysis, offering key insights into:

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- ? Market size, share, and growth forecasts , with a special focus on regional dynamics across Southeast, Red River Delta, Mekong River Delta, South Central Coast , highlighting investment hotspots and production clusters.
- ? In-depth SWOT and Porter's Five Forces analyses to examine the competitive landscape, supplier and buyer dynamics, new entrants, and the bargaining power of players within the agricultural ecosystem.
- ? Insights into key demand and price indicators , such as the impact of procurement policies, offset obligations, indigenization mandates, and international collaborations on pricing and investment trends.
- ? Actionable recommendations for stakeholders include enhancing efficiency through digitization in farming practices, developing green and organic agriculture practices, using vertical farming and employing agri-fintech solutions.

This report equips government bodies, industry leaders, investors, and innovators with the data and foresight needed to navigate Vietnam's agricultural landscape, seize new opportunities, and build resilience against market shifts. Stay ahead with Expert Market Research's trusted intelligence and forecasts.

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