

# Vietnam's food and beverage market



## Long term opportunities from societal changes and EVFTA

### Strengths

- Increasing incomes spurs demand for imported food.
- Structural shortage in some sectors.
- Historical familiarity with some European products.
- System for GI protection in place with several GIs to be registered through FTA.

### Weaknesses

- Strong agricultural production focused on certain sectors.
- Strong tradition of local cuisine and specific palate.
- Mainly rural population with limited interest in imported foods.



### Opportunities

- EVFTA to gradually remove most customs duties.
- Shift towards modern retail channels.
- Young, open population creates long term opportunities.
- Increasing interest in food safety.

### Threats

- Strict food safety legislation with several certifications required.
- Multiple FTAs in place with other countries.
- Restrictions on advertising.

## Niche opportunities for various different products



Consumption of **wine** growing among women in particular; red by far most popular.



While there are contraband challenges, wealthy consumers appreciate quality imported **spirits**.



While pork is the most popular **meat**, poultry and beef shortages create opportunities.

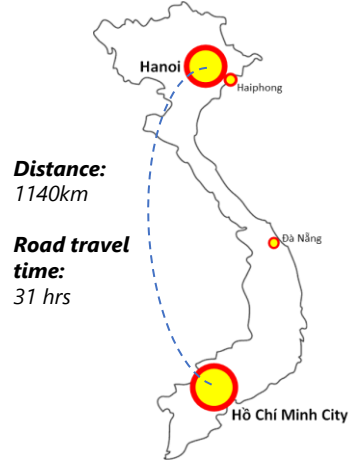


Milk the most popular **dairy** product but LT opportunities among new young cheese consumers.

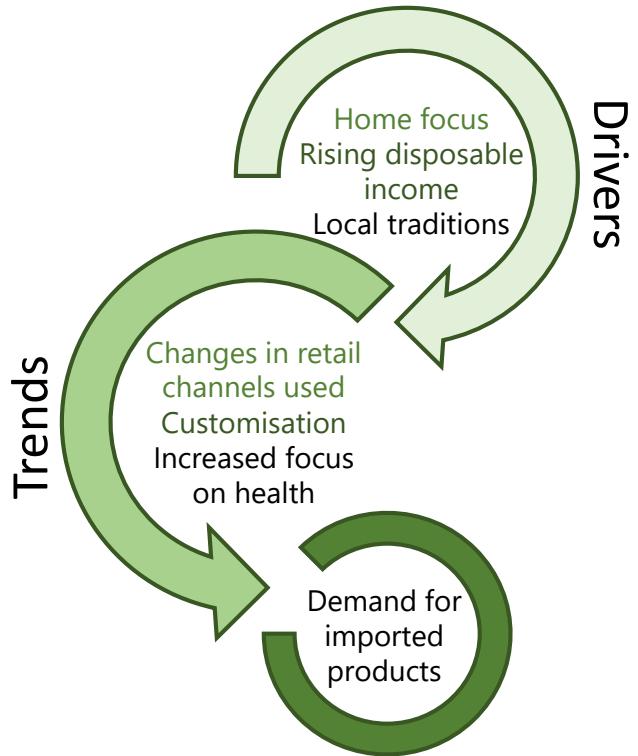


Niche opportunities for imported **fruit and vegetables**.

## Mainly rural country with long distance between main markets



## New trends emerging in a more traditional market



## Younger, urban based consumers an interesting target



Urban consumer a minority but have twice the disposable income of rural counterparts.



Generation Z the first to grow up with exposure to western ideas.



Millennials account for 1/4 of the population and are more likely to focus on quality.



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