

Vietnam Cheese Import Guide 2023-2026

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Abstracts

To help global large dairy groups, professional cheese producers, and traders efficiently expand into the Vietnamese market, CRI releases the 'Vietnam Cheese Import Guide 2023-2026.' The guide provides an overview of the Vietnamese cheese industry, import market, and import company information for the period.

The types of importing companies are diverse, including food processing companies, catering supply chain companies, food supply chain companies, cheese distributors and food traders. This guide features the top 10 importing companies, including company profiles, contact information, and important information such as import volume, value, price, import resources, and major suppliers for 2023-2026 (including Excel data source).

The publication of the 'Vietnam Cheese Import Guide 2023-2026' aims to provide cheese producers with precise customer acquisition channels, helping them expand into the Vietnamese market more efficiently. It also provides valuable decision-making insights for international trading companies and investment institutions, helping them optimize their regional supply chain strategies. This guide will help suppliers stay abreast of market trends in Vietnam, mitigate potential risks and enhance their international competitiveness.

Industry Overview

Vietnam's cheese industry is in the transitional stage from its early development phase to its growth phase. The market is relatively small but growing rapidly, mainly driven by consumption upgrades, the penetration of Western-style food, and the development of the baking and catering industry.

For a long time, dairy consumption among Vietnamese residents has been dominated

by liquid milk and yogurt, with a relatively weak foundation for cheese consumption. However, driven by the expansion of the young consumer base, the rise of chain restaurants and the baking industry, and the growing popularity of Western-style foods such as pizza and hamburgers, the demand for cheese is now exhibiting a trend of rapid growth.

Vietnam's cheese market is highly dependent on imports, primarily sourced from major dairy-exporting nations such as New Zealand, Australia, the United States and the European Union, as domestic production capacity remains limited.

Cheese consumption is mainly concentrated in the B2B catering and food processing sectors, including pizza chains, bakeries, fast food and ready-to-eat food processing companies, which is the core source of current demand.

Consumer spending by individual consumers (C-end) is still in its developmental stage. However, growth has been rapid, driven by the consumption of children's nutritional snacks (such as cheese sticks) and high-end dairy products.

CRI predicts that the industry is expected to maintain rapid growth in the future, driven by the trends of restaurant chain development, Westernization of consumption, and diversification of dairy products.

Import Market Overview

Vietnam's demand for cheese imports is increasing, leading to expanded imports.

According to CRI analysis, driven by the widespread adoption of Western dining culture and the rapid expansion of the chain restaurant and baking sectors, demand for cheese has been on a steady upward trend in recent years. However, due to a weak domestic production base and limited raw milk resources, the market remains heavily reliant on imported products.

According to CRI statistics, approximately 86 buyers in Vietnam imported cheese in 2024, totaling US\$ 93.28 million, an increase of 16.8%. In 2025, Vietnam's total cheese imports reached US\$ 108 million, an increase of 15.6% year-on-year.

New Zealand, Australia and Germany are Vietnam's top three sources for cheese imports.

According to CRI analysis, New Zealand, Australia and Germany were the top three sources of Vietnam's cheese imports, accounting for approximately 28.5% , 9.0% , 7.1% of total imports respectively in 2025.

Vietnam's cheese import market remains in a growth phase. CRI projects that, driven by the expansion of Vietnam's food and beverage sector and consumer upgrading, the demand for imported cheese in Vietnam will continue to experience rapid growth in the future.

Overview of Foreign Investment in Vietnam's Cheese Industry

Investment Background Foreign investment in Vietnam's cheese industry is currently in an accelerated phase of strategic expansion, characterized by a development trajectory defined by demand-driven entry, import-led market penetration, and progressively deepening localization.

Benefiting from the widespread adoption of Western dietary habits, the expansion of restaurant chains, and the upgrading of dairy consumption patterns, Vietnam's cheese market has experienced rapid growth in recent years. However, due to limited domestic production capacity and insufficient upstream milk supplies, the market has long remained dependent on imports—a situation that presents a significant entry opportunity for foreign-invested dairy enterprises.

Investment Advantages

1. Political stability and rapid economic development. The Vietnamese government has strong governing capabilities, consistent policies, and a focus on economic development and improving people's livelihoods.
2. Relatively low labor costs.
3. Strategically located in the eastern part of the Indochina Peninsula, with a 3,260-kilometer coastline and numerous ports, transportation is convenient.
4. Relatively relaxed policies and regulations provide foreign investors with comprehensive legal protections and generous preferential policies.
5. Vietnam has a high level of openness to the outside world, with 19 free trade agreements signed or in progress. Investors can use platforms such as RCEP and the China-ASEAN Free Trade Area to explore a broader international market.

Investment Regulations

According to Vietnam's investment law and other regulations, dairy products and food processing in Vietnam are not among the sectors restricted or prohibited from foreign investment. Foreign-invested enterprises may enter the market by establishing either wholly foreign-owned enterprises or joint ventures. When engaging in production or trading activities, enterprises are required to complete the necessary investment registration and business registration procedures, as well as comply with Vietnamese regulations regarding quality standards for food products.

Guide Highlights:

Comprehensive Coverage:

This directory includes major importers in Vietnam, including food processing companies, catering supply chain companies, food supply chain companies, cheese distributors and food traders.

Detailed Information:

Including basic information of the TOP10 importers, contact information, import quantity, import value, price, import source and main suppliers.

Product Focus:

With data-driven and market-oriented approach, we focus on key industries and conduct in-depth analysis of Vietnam's import policies, market demand and major sources of imports. Whether you are a foreign trade company, an investment institution, or a practitioner upstream or downstream of the industrial chain, you can quickly find reliable information and practical strategies here.

Efficient Connectivity:

The guide has a clear format and includes Excel data, which facilitates quick screening, group management and batch contact, helping global suppliers to efficiently connect with the Vietnamese market.

Market Value:

The guide includes an overview of Vietnam's cheese industry, an overview of the import market, and a brief analysis of market demand trends, helping global suppliers seize the Vietnamese market and opportunities.

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