

Vietnam Durian Export Research Report 2024-2033

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Abstracts

Durian, often referred to as the "King of Fruits," is a tropical fruit native to Southeast Asia, known for its unique taste and aroma. As a widely popular fruit, durian has several notable characteristics and properties. It is rich in vitamins, minerals, and antioxidants, offering high nutritional value. The main varieties include Musang King, Monthong, D24, and Red Prawn, each differing in flavor and texture.

The durian production process involves planting, harvesting, processing, and packaging. Durian trees thrive in tropical climates with specific soil and moisture requirements. Harvesting is done at the right maturity to ensure the best flavor and quality. Processing and packaging must maintain hygiene and preservation to prevent damage and spoilage.

Durian is primarily consumed fresh or incorporated into desserts, ice cream, and baked goods. Durian ice cream, pastries, and sticky rice are popular products. Its unique flavor and rich nutrition make it widely used in the food industry. According to CRI, Thailand, Malaysia, and Vietnam are the major durian exporters in the Asia-Pacific region. Vietnam's durian industry is rapidly developing, gaining a foothold in international markets.

In recent years, Vietnam has made significant progress in durian cultivation and export. Primarily grown in southern plains, Vietnam benefits from favorable climate and abundant natural resources, allowing year-round cultivation and production. With improved agricultural techniques and increasing market demand, Vietnam's durian export volume has been rising, particularly to China.

Vietnamese durians are recognized in international markets for their quality and reasonable prices, becoming a crucial part of Vietnam's agricultural exports. The industry is expected to continue growing, contributing to local economic and agricultural

income. Vietnam has advantages to exporting durians such as abundant production, year-round harvesting, and minimal direct competition with durians from other countries. The durians from Vietnam are competitive in price, especially frozen ones.

Currently, Vietnam's durian cultivation area exceeds 110,000 hectares, with an annual output of nearly 850,000 tons. In 2023, Vietnam was one of the world's largest fruit exporters, with fresh durian being the highest exported fruit, and frozen durian exports growing rapidly. Vietnam exported nearly 600,000 tons of durian in 2023, valued at US\$ 2.1 billion, an increase of US\$ 1.82 billion from the previous year, accounting for 37.5% of Vietnam's total fruit export revenue. China is the main importer of Vietnamese durians.

The Vietnam Fruit and Vegetable Association predicts that durian export revenue could reach US\$ 3.5 billion in 2024. According to CRI data, Vietnam's cumulative durian export revenue from January to May 2024 was close to US\$ 1 billion, with Chinese market demand more than doubling from the same period last year. Vietnam's market share of durians in China increased from 32% in Q1 2023 to 57% in Q1 2024.

According to CRI, from 2021 to 2024, the primary export destinations for Vietnamese durians were China and India, with major importing companies including Hebei Mingxin Supply Chain, Hekou Jiayuan Import and Export, and Hebei Jiasheng Import and Export. Many international fruit distributors have subsidiaries in Vietnam and play an important role in exporting durians. Major durian exporters in Vietnam include Công Ty TNHH Phú Trí Việt Nam Hà, Công Ty TNHH An Khang, and Hương Vi Import Export Co, Ltd.

Overall, the Vietnamese durian export market still has significant growth potential. With increasing global emphasis on healthy living and diet, continuous development in durian production, packaging, freezing technology, and food compliance, market demand for durian is expected to continue expanding. CRI projects Vietnamese durian exports to maintain a growth trend in the coming years.

Topics covered:

The Import and Export of Durian in Vietnam (2021-2024)

Total Export Volume and Percentage Change of Durian in Vietnam (2021-2024)

Total Export Value and Percentage Change of Durian in Vietnam (2021-2024)

Total Export Volume and Percentage Change of Durian in Vietnam (January-May 2024)

Total Export Value and Percentage Change of Durian in Vietnam (January-May 2024)

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How Foreign Enterprises Enter the Durian Export Market of Vietnam

Forecast for the Export of Durian in Vietnam (2024-2033)

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