

# Vietnam Fruit Import Research Report 2025-2034

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## Abstracts

Fruit is an essential component of the human diet, boasting rich nutritional value and extensive economic significance. There are numerous varieties of fruit, including tropical, subtropical, and temperate fruits. Fruits grown in different climate zones each possess unique characteristics, satisfying the diverse tastes and nutritional needs of consumers worldwide.

With accelerating urbanization and rising consumption levels, demand for fruit continues to grow, with the market showing a trend toward freshness, functionality, diversification, and convenience. Beyond fresh consumption, fruit is also widely used in further processing, including juices, jams, dried fruits, frozen fruits, and nutritional supplements, extending the value chain and increasing added value.

Global fruit production is primarily concentrated in countries and regions with favorable tropical and subtropical climates, abundant land resources, and well-developed agricultural systems. China, India, and Brazil are among the world's leading fruit producers, with China leading the world in both fruit production and consumption. India, with its extensive fruit cultivation area and reliance on traditional agricultural practices, has enormous growth potential. Brazil, a South American agricultural powerhouse with abundant tropical fruit resources, is a major global exporter of orange juice.

Demand for fruit in Vietnam has shown sustained growth in recent years, driven by factors such as advancing urbanization, rising incomes, increased awareness of healthy consumption, and a resurgent tourism industry. According to CRI analysis, domestic demand for tropical fruits (such as mangoes, durians, mangosteens, and dragon fruit) is strong, while demand for high-quality imported fruit is also increasing significantly. Furthermore, with the accelerating pace of life and increasing consumer convenience, the market for ready-to-eat products such as sliced fruit, frozen fruit, freshly squeezed juices, dried fruit, and mixed fruit drinks is also rapidly developing.

Vietnam's fruit import market has experienced rapid growth in recent years, demonstrating a trend toward diversification, higher quality, and sustained growth. According to CRI analysis, with rising living standards, increased health awareness, and shifting consumer habits, Vietnamese consumers' demand for imported fruit is increasing, particularly in first-tier cities and among middle- and high-income groups. Imported fruit not only enriches the domestic market's product variety but also caters to diverse consumer needs, including holiday purchases, high-end gifts, daily fresh food, and food processing.

According to CRI analysis, the continued expansion of Vietnam's fruit import market is primarily driven by a combination of factors, including a shortage of certain varieties or off-season fruits, growing recognition of high-quality fruit brands, and the continuous improvement of cold chain logistics and distribution systems.

According to CRI analysis, Vietnam's fruit imports reached US\$832 million in 2024, with apples, pears, and papayas collectively valued at over US\$297 million. Grape and citrus fruit imports also exceeded US\$120 million each. Major import sources of Vietnamese fruit include China, the United States, Australia, Cambodia, and Thailand. China is the largest source of Vietnamese fruit imports, accounting for over 35%.

According to CRI analysis, Vietnamese fruit importers are diverse, including large agricultural trading groups, professional processing companies, and import and export traders. The main importers of Vietnamese fruit from 2021 to 2024 include companies such as KIEN LINH IMPORT-EXPORT CO LTD and NGOC HA GENERAL TRADING CO LTD. Companies exporting fruit to Vietnam mainly include food processing companies, fruit planting companies, and import and export traders. The main companies exporting this product to Vietnam from 2021 to 2024 include NEW ZEALAND APPLE LTD and KIWI CRUNCH EXPORTS LIMITED.

Overall, Vietnam's fruit import market is experiencing rapid growth and structural optimization. This growth momentum is expected to continue, particularly in high-end fresh fruit, functional fruit, organic fruit, and deeply processed fruit products, which offer broad market potential and room for industrial integration.

**Topics covered:**

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

Total Import Volume and Percentage Change of Fruit in Vietnam (2021-2024)

Total Import Value and Percentage Change of Fruit in Vietnam (2021-2024)

Total Import Value and Percentage Change of Fruit in Vietnam (January-May 2025)

Average Import Price of Fruit in Vietnam (2021-2024)

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