

Vietnam Vegetable Import Research Report 2025-2034

<https://marketpublishers.com/r/VB010FDD7B38EN.html>

Date: September 2025

Pages: 80

Price: US\$ 3,600.00 (Single User License)

ID: VB010FDD7B38EN

Abstracts

Vegetables are an essential component of the human diet. They primarily refer to the edible roots, stems, leaves, flowers, and fruits of herbaceous or some woody plants. They are rich in vitamins, minerals, and dietary fiber. Common classifications include edible part (such as roots, leafy vegetables, fruits, cauliflowers, and legumes) and cultivation season (cool season versus warm season vegetables).

Global vegetable production is primarily concentrated in countries and regions with favorable climates, abundant land resources, and mature agricultural technologies. China is the world's largest vegetable producer, accounting for over half of global output. India and the United States follow closely behind. India is dominated by smallholder farmers with a diverse planting structure. Vegetable cultivation in the United States is primarily concentrated in California and Florida, where agriculture is highly mechanized and requires strict quality control. These countries not only dominate production but also play a key role in the global vegetable trade.

Vietnam's vegetable market demand has shown steady growth in recent years, driven by multiple factors, including accelerated urbanization, rising incomes, and increased awareness of healthy eating. According to CRI analysis, as Vietnam's urban population grows, consumers' demand for dietary diversity, freshness, safety, and convenience continues to rise. Vegetables are not only an essential component of daily diets but are also increasingly being incorporated into new consumption scenarios, such as ready-to-eat and functional foods. In addition to fresh food consumption, demand for processed products, such as quick-frozen and dehydrated vegetables, and seasoning ingredients, is also growing, catering to food processing companies and export needs.

Vietnam's vegetable cultivation industry has maintained steady growth in recent years and is a vital component of the country's agricultural sector. Due to significant differences in climatic conditions between northern and southern Vietnam, vegetable

cultivation has developed a regionalized and diversified pattern. According to CRI analysis, the Red River Delta primarily produces seasonal leafy vegetables, legumes, and nightshades, catering to the northern urban market; the Mekong Delta primarily produces tropical vegetables such as water spinach, cucumbers, and bitter melon, catering to the southern market.

Despite Vietnam's vast vegetable cultivation area and abundant local varieties, it still relies heavily on imports for specific categories, seasons, and quality requirements. This dependence is primarily reflected in the supply of high-end vegetables, off-season vegetables, and frozen processed vegetables. According to CRI analysis, Vietnam's vegetable imports are expected to exceed US\$1 billion in 2024, with major import sources including China and the United States. China is Vietnam's largest source of vegetable imports, accounting for over 50%.

According to CRI analysis, Vietnamese vegetable importers are diverse, ranging from large agricultural trading groups to specialized processing companies and import/export traders. Major Vietnamese vegetable importers from 2021 to 2024 included Masan Industrial One Member Company, FNS Trading Services Co., Ltd., and NGOC Ha General Trading Co., Ltd. Companies exporting vegetables to Vietnam primarily include food processing companies, fruit and vegetable suppliers, and import/export traders. Major exporters of these products to Vietnam from 2021 to 2024 included Jiangsu Liming Food Group Co., Ltd. and Jinxiang Hongteng Fruit & Vegetable Co., Ltd.

Overall, Vietnam's vegetable consumption structure is shifting from "quantity satisfaction" to "quality improvement." Market demand for high-quality, safe, convenient, and diverse vegetable products continues to grow. However, due to limited domestic production, Vietnam still relies on imports for its vegetable supply. China and the United States are the main sources of Vietnam's vegetable imports. In the future, with Vietnam's continued economic growth and rising consumer spending, its demand for vegetable imports is expected to remain high.

Topics covered:

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Total Import Value and Percentage Change of Vegetable in Vietnam

(2021-2024)

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

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