

Vietnam Whole Milk Powder Import Guide 2023-2026

<https://marketpublishers.com/r/V5FCCD878749EN.html>

Date: May 2026

Pages: 40

Price: US\$ 3,000.00 (Single User License)

ID: V5FCCD878749EN

Abstracts

To help global large dairy groups, dairy cooperative systems, professional milk powder processing companies, and traders efficiently expand into the Vietnamese market, CRI releases the 'Vietnam Whole Milk Powder Import Guide 2023-2026.' The guide provides an overview of the Vietnamese whole milk powder industry, import market, and import company information for the period.

The types of importing companies are diverse, including food processing companies, infant formula milk powder companies, beverage supply chain companies, milk powder distributors, and 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 Whole Milk Powder Import Guide 2023-2026' aims to provide whole milk powder 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

Whole milk powder is widely utilized in the production of reconstituted milk, yogurt, ice cream, cheese, and various formulated milk products, serving as a critical foundational raw material for the dairy industry.

Vietnam's whole milk powder sector is currently in a phase of steady growth. Driven by

demographic shifts, upgrading consumption patterns, and expanding demand for dairy products, the market size continues to expand; however, the sector as a whole remains heavily reliant on imports.

In recent years, with the growth of the middle class, the acceleration of urbanization, and the improvement of residents' health awareness, the demand for whole milk powder, as a basic nutritional dairy product, has continued to grow.

A shortage of domestic raw milk supply stands as one of the primary constraints hindering the industry's development. Currently, domestic fresh milk production satisfies only approximately 30% to 40% of total demand; the remainder is met through imports of milk powder and dairy ingredients—particularly whole milk powder—sourced from countries such as New Zealand, Australia, and the United States.

The market is jointly dominated by leading domestic enterprises and international brands. Local players—such as Vinamilk, TH True Milk, and Nutifood—hold a dominant position by leveraging their advantages in distribution channels and brand equity, while foreign-invested enterprises—such as Nestlé—compete by capitalizing on their strengths in raw material sourcing and technological expertise.

Overall, Vietnam's whole milk powder industry is characterized by a combination of 'steadily growing demand,' 'supply reliance on imports,' and 'upgrading product structures.' It functions simultaneously as a market for end-consumer products and as a vital upstream market for raw materials essential to dairy processing.

Import Market Overview

Vietnam's demand for whole milk powder imports is increasing, leading to expanded imports.

According to CRI analysis, in recent years, Vietnam's imports of milk powder (including whole milk powder) have generally shown an upward trend. The domestic milk supply is insufficient and the self-sufficiency rate of raw milk is low. Whole milk powder is not only an important end-consumer product, but also an important raw material for dairy processing. Its imports have consistently maintained steady growth over the long term.

According to CRI statistics, approximately 86 buyers in Vietnam imported whole milk powder in 2024, totaling US\$ 93.04 million. In 2025, Vietnam's total whole milk powder imports reached US\$ 175 million, an increase of 87.5% year-on-year.

New Zealand, France and United States are Vietnam's top three sources for whole milk powder imports.

According to CRI analysis, New Zealand, France and United States were the top three sources of Vietnam's whole milk powder imports, accounting for approximately 92.5% , 3.1% , 1.3% of total imports respectively in 2025.

In the future, driven by consumption upgrading and the development of the food industry, import demand for whole milk powder is expected to remain at a high level in the short to medium term.

Overview of Foreign Investment in Vietnam's Whole Milk Powder Industry

Investment Background Vietnam's dairy market has maintained steady growth in recent years, with the industry's scale continuously expanding; however, the domestic self-sufficiency rate for raw milk remains low—meeting only approximately 40% of demand—leading to a long-standing reliance on imports to supplement the supply of powdered milk (including whole milk powder).

Against this backdrop, whole milk powder serves not merely as a final consumer product but, more importantly, as a core raw material for dairy processing, thereby generating a stable and inelastic demand for imports. This specific supply-and-demand structure presents a pivotal opportunity for foreign-invested dairy enterprises to enter the market, particularly within the upstream raw material supply and midstream processing segments.

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, infant formula milk powder companies, beverage supply chain companies, milk powder distributors, and 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 whole milk powder 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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