

Vietnam Food Certification Market, By Type (ISO 22000, SQF, BRC, IFS, USDA Organic, Halal, Kosher, Others), By Applications (Processed Meat & Poultry, Organic Food, Infant Food, Dairy Products, Beverages, Seafood, Others), By Region, Competition Forecast & Opportunities, 2019-2029F

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Abstracts

Vietnam Food Certification Market was valued at USD 13.98 Million in 2023 and is anticipated to project steady growth in the forecast period with a CAGR of 5.65% through 2029. The market overview of the Vietnam Food Certification Market involves a thorough examination of the certification landscape within the nation's burgeoning food industry. With Vietnam's food sector witnessing continuous growth and diversification, the imperative of ensuring safety, quality, and adherence to international standards has surged.

Within the Vietnam Food Certification Market, a diverse array of certifications is available, each tailored to distinct facets of food safety, quality, and sustainability. These certifications encompass Hazard Analysis and Critical Control Points (HACCP), ISO 22000, Global Good Agricultural Practices (GAP), Organic Certification, Halal Certification, among others. Each certification scheme is meticulously designed to address specific requirements and criteria, effectively catering to the varied needs of food enterprises operating in Vietnam. This market presents abundant opportunities for collaboration and innovation among certification bodies, consulting firms, technology providers, and food businesses, all with the shared goal of ensuring adherence to international standards of food safety and quality. As consumer expectations evolve and regulatory mandates grow more stringent, the demand for food certification is poised for continual growth, propelling market expansion and instilling

trust and confidence in Vietnam's dynamic food industry.

Key Market Drivers

Increasing Consumer Awareness and Demand for Safe Food

The surge in consumer awareness and the demand for safe food are significant catalysts driving the growth of the Vietnam Food Certification Market. As consumers become increasingly health-conscious and discerning about the safety and quality of the food they consume, the need for certified food products that meet stringent safety standards becomes paramount. This heightened awareness stems from several factors, including widespread media coverage of food safety incidents, growing concerns about health and wellness, and increased access to information through digital channels. Consumers are now more informed about the potential risks associated with foodborne illnesses, chemical contaminants, and unsafe production practices, prompting them to seek out certified food products as a means of mitigating these risks. In response to this growing demand, food businesses in Vietnam are increasingly turning to certification to demonstrate their commitment to food safety and quality. By obtaining certifications such as ISO 22000, HACCP, or Global GAP, companies can assure consumers that their products have undergone rigorous testing and adhere to internationally recognized standards.

Also, certification serves as a powerful marketing tool for food businesses, allowing them to differentiate their products in a competitive market landscape. Certified products are perceived as safer, higher quality, and more trustworthy by consumers, thereby gaining a competitive edge and commanding premium prices. As consumer awareness continues to rise and the demand for safe food grows, the Vietnam Food Certification Market is expected to experience sustained growth. Food businesses will increasingly prioritize certification as a means of meeting consumer expectations, ensuring compliance with regulatory requirements, and enhancing their market competitiveness. In turn, this will drive the expansion of the certification industry in Vietnam, offering lucrative opportunities for certification bodies, consulting firms, and technology providers.

Government Regulations and Initiatives

Government regulations and initiatives for safe food play a pivotal role in driving the growth of the Vietnam Food Certification Market. As the guardians of public health and safety, regulatory agencies such as the Ministry of Health (MOH) and the Ministry of

Agriculture and Rural Development (MARD) enact laws and regulations to ensure the safety, quality, and hygiene of food products consumed by the population. These regulations establish stringent standards and requirements that food businesses must adhere to in order to operate legally within the market. Compliance with these regulations is not only mandatory but also essential for safeguarding public health and maintaining consumer confidence in the food supply chain. The Ministry of Health's Vietnam Food Administration (VFA) and the Republic of Korea's Ministry of Food and Drug Safety have jointly inaugurated a comprehensive food safety management system in Vietnam. This milestone follows the successful implementation of an Official Development Assistance (ODA) project endorsed by the Vietnamese Prime Minister in 2020. As envisaged, the system oversees centralized data management, real-time updates, and the categorization and disclosure of information. Its primary objective is to enable seamless access for citizens to trace the origin and safety status of products throughout Vietnam.

Government initiatives aimed at improving food safety and quality further reinforce the importance of certification in the market. Government agencies enact laws and regulations that set forth standards and requirements for food safety, hygiene, labeling, and packaging. These regulations provide the framework within which food businesses must operate and are instrumental in driving the adoption of food certification as a means of compliance. In some cases, government agencies may mandate certain types of certification for specific food products or sectors. For example, the government may require food businesses to obtain HACCP certification for meat processing facilities or ISO 22000 certification for food manufacturing plants. These mandatory certification programs create a legal obligation for businesses to invest in certification, thereby driving market growth.

Government agencies may promote the adoption of Good Agricultural Practices (GAP) among farmers and agricultural producers to ensure the safety and quality of raw food materials. Certification schemes such as Global GAP provide a framework for implementing these practices and may be endorsed or incentivized by government authorities. Government initiatives often include capacity building and training programs aimed at raising awareness about food safety standards and certification requirements among food businesses. These programs provide guidance and support to businesses seeking certification and help bridge knowledge gaps in understanding regulatory compliance.

Industry Competitiveness and Brand Enhancement

Industry competitiveness and brand enhancement are key drivers of growth in the Vietnam Food Certification Market, as they compel food businesses to differentiate themselves, build trust with consumers, and gain a competitive edge in the marketplace. Certification serves as a powerful tool for enhancing the reputation and credibility of food brands. By obtaining certifications such as ISO 22000, HACCP, or Global GAP, food businesses demonstrate their commitment to upholding the highest standards of food safety, quality, and sustainability. This certification not only instills confidence in consumers but also distinguishes certified brands from their competitors in a crowded market landscape.

Certification can be leveraged as a strategic advantage to enhance brand recognition and marketability. Certified products are often perceived as safer, higher quality, and more trustworthy by consumers, leading to increased consumer preference and loyalty. Food businesses can capitalize on this positive perception by prominently displaying certification logos on their packaging, marketing materials, and promotional channels, thereby strengthening their brand image and driving sales. Certification enables food businesses to access new markets and customers that prioritize certified products. In an increasingly globalized marketplace, where consumers are more informed and discerning about food safety and quality, certification provides a competitive advantage in securing distribution channels, partnerships, and export opportunities. By aligning with international standards and certification schemes, food businesses can enhance their market competitiveness and expand their reach both domestically and internationally.

Also, certification fosters a culture of continuous improvement and innovation within the food industry. By undergoing the certification process, businesses are required to assess and improve their processes, practices, and systems to meet certification standards. This focus on quality assurance and compliance not only enhances the overall competitiveness of the industry but also drives innovation in food safety technologies, practices, and solutions. Industry competitiveness and brand enhancement are powerful drivers of growth in the Vietnam Food Certification Market, as they incentivize food businesses to invest in certification as a strategic imperative for building trust with consumers, enhancing brand recognition, accessing new markets, and driving continuous improvement and innovation within the industry. As competition intensifies and consumer expectations evolve, the demand for food certification is expected to continue its upward trajectory, driving market expansion and development.

Key Market Challenges

Cost of Certification

The significant challenge facing food businesses in Vietnam is the high cost associated with obtaining and maintaining certifications. The certification process often involves various expenses, including application fees, audit fees, consulting fees, and ongoing compliance costs. For small and medium-sized enterprises (SMEs) and micro-enterprises with limited financial resources, these costs can be prohibitive, posing a significant barrier to entry into the certified market. Additionally, the ongoing expenses required to maintain certification may strain the budgets of food businesses, particularly those operating on thin profit margins. As a result, the high cost of certification may deter some businesses from pursuing certification, limiting market growth and diversity.

Limited Awareness and Capacity

Another challenge facing the Vietnam Food Certification Market is the limited awareness and capacity among food businesses, particularly SMEs, regarding certification requirements and processes. Many small-scale producers and farmers may lack access to information, training, and resources needed to understand and navigate the certification landscape effectively. Additionally, the complexity of certification standards and the technical nature of certification processes may pose challenges for businesses with limited expertise and experience in food safety management systems. Without adequate awareness and capacity-building initiatives, many food businesses may struggle to meet certification requirements, inhibiting their ability to enter certified markets and compete effectively.

Fragmented Regulatory Landscape

The regulatory landscape governing food certification in Vietnam is often fragmented and complex, with multiple agencies and organizations involved in setting standards and requirements. This fragmentation can lead to inconsistencies, overlaps, and confusion among food businesses regarding which certifications are necessary and how to comply with regulatory mandates. Furthermore, differing interpretations of regulations by certifying bodies and government agencies may result in inconsistencies in certification processes and requirements, adding to the complexity and challenges faced by food businesses. Without harmonization and streamlining of regulatory frameworks, the fragmented nature of the regulatory landscape may hinder market growth and create barriers to entry for businesses seeking certification.

Key Market Trends

Rising Consumer Demand for Transparency and Accountability

The significant trend driving the future growth of the Vietnam Food Certification Market is the increasing consumer demand for transparency and accountability in the food supply chain. As consumers become more informed and discerning about food safety, quality, and sustainability, they are seeking greater transparency and traceability in the products they consume. This trend is driving demand for certifications that provide assurances regarding the origin, production methods, and handling practices of food products. Certifications such as Organic Certification, Fair Trade Certification, and Traceability Certification are becoming increasingly important as consumers prioritize ethical sourcing, environmental sustainability, and social responsibility in their purchasing decisions. Food businesses that invest in certifications that demonstrate transparency and accountability are likely to gain a competitive advantage and capture market share in Vietnam's evolving food industry landscape.

Growing Emphasis on Sustainable and Ethical Practices

Major trend shaping the future growth of the Vietnam Food Certification Market is the growing emphasis on sustainable and ethical practices throughout the food supply chain. With increasing awareness of environmental issues, climate change, and social responsibility, consumers are demanding food products that are produced and sourced in a sustainable and ethical manner. Certifications such as Rainforest Alliance, Fair Trade, and Certified Sustainable Palm Oil (CSPO) are gaining traction as consumers seek products that adhere to environmentally friendly and socially responsible practices. Food businesses that embrace sustainability certifications and adopt eco-friendly production methods are well-positioned to attract environmentally conscious consumers and drive market growth in Vietnam's food industry.

Digitalization and Technology Integration in Certification Processes

A third major trend driving the future growth of the Vietnam Food Certification Market is the increasing digitalization and technology integration in certification processes. With advancements in digital technologies such as blockchain, Internet of Things (IoT), and artificial intelligence (AI), certification processes are becoming more streamlined, efficient, and transparent. Digital platforms and software solutions are enabling real-time monitoring, data tracking, and audit trail management, enhancing the integrity and

reliability of certification systems. Additionally, digital platforms facilitate greater accessibility and transparency for food businesses, certification bodies, and consumers, enabling seamless communication, collaboration, and information sharing. As digitalization continues to transform certification processes, it is expected to drive greater efficiency, accuracy, and scalability in the Vietnam Food Certification Market, fueling its future growth and development.

Segmental Insights

Application Insights

Based on the category of Application, the Dairy Product segment emerged as the dominant player in the Vietnam market for Food Certification in 2023. Dairy products are highly susceptible to spoilage and can present significant health risks if mishandled during processing, handling, and storage. Regulatory bodies impose rigorous standards and regulations on dairy production, processing, and distribution to uphold consumer safety and product quality. Compliance with certification schemes such as Hazard Analysis and Critical Control Points (HACCP) and ISO 22000 is typically mandatory for dairy processing facilities to ensure adherence to these regulations. Consequently, certification is not only essential but obligatory for dairy enterprises to operate legally, establishing certification as a dominant factor in this sector.

In recent years, consumer awareness and apprehension regarding health and safety issues related to dairy products have escalated. Instances of foodborne illnesses, contamination, and adulteration have heightened consumer concerns, prompting them to seek assurances regarding the safety and quality of the dairy products they consume. Certification serves as a credible validation for dairy businesses to underscore their dedication to food safety and quality assurance. Certified dairy products are perceived as safer, of superior quality, and more reliable by consumers, thereby fostering increased demand and market dominance within this segment.

Regional Insights

South Vietnam emerged as the dominant region in the Vietnam Food Certification market in 2023, holding the largest market share in terms of value. South Vietnam, anchored by Ho Chi Minh City, stands as a vibrant economic center, boasting robust trade connections both domestically and internationally. Its pivotal role as a trading hub facilitates the convergence of diverse food businesses, from small-scale producers to multinational corporations. This concentration of economic activity fosters a

conducive environment for food certification endeavors, driven by the imperative to meet regulatory standards and tap into lucrative export markets.

The urbanized landscape of South Vietnam is characterized by a cosmopolitan population with heightened awareness and discerning tastes, particularly regarding food safety and quality. In Ho Chi Minh City, where lifestyles are fast-paced and diverse, consumers exhibit a preference for certified food products that align with international standards. This demand not only propels the adoption of food certification among local businesses but also attracts certification bodies and service providers to cater to this burgeoning market segment. South Vietnam's prominence in the food certification arena is further underscored by its access to specialized expertise and infrastructure. The region hosts a cluster of certification agencies, consultancy firms, and industry associations that offer comprehensive services ranging from training and auditing to certification issuance. This ecosystem of support services empowers food businesses to navigate the complexities of certification processes effectively, ensuring compliance with regulatory requirements and bolstering market competitiveness.

Key Market Players

ALS Limited

AsureQuality

Bureau Veritas

Dekra

DNV GL

Intertek Group PLC

Lloyd's Register

SGS Société Générale de Surveillance SA

Report Scope:

In this report, the Vietnam Food Certification Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Vietnam Food Certification Market, By Type:

ISO 22000

SQF

BRC

IFS

USDA Organic

Halal

Kosher

Others

Vietnam Food Certification Market, By Application:

Processed Meat & Poultry

Organic Food

Infant Food

Dairy Products

Beverages

Seafood

Others

Vietnam Food Certification Market, By Region:

North Vietnam

South Vietnam

Central Vietnam

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Vietnam Food Certification Market.

Available Customizations:

Vietnam Food Certification market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

2. RESEARCH METHODOLOGY

3. IMPACT OF COVID-19 ON VIETNAM FOOD CERTIFICATION MARKET

4. EXECUTIVE SUMMARY

5. VOICE OF CUSTOMERS

5.1. Brand Awareness

5.2. Brand Satisfaction

5.3. Factors Influencing Purchase Decisions

5.4. Product Awareness

6. VIETNAM FOOD CERTIFICATION MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Type (ISO 22000, SQF, BRC, IFS, USDA Organic, Halal, Kosher, Others)

6.2.2. By Applications (Processed Meat & Poultry, Organic Food, Infant Food, Dairy Products, Beverages, Seafood, Others)

6.2.3. By Company (2023)

6.2.4. By Region

6.3. Market Map

7. VIETNAM ISO 22000 CERTIFICATION MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Applications

8. VIETNAM SQF CERTIFICATION MARKET OUTLOOK

8.1. Market Size & Forecast

- 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Applications

9. VIETNAM BRC CERTIFICATION MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Applications

10. VIETNAM IFS CERTIFICATION MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Applications

11. VIETNAM USDA ORGANIC CERTIFICATION MARKET OUTLOOK

- 11.1. Market Size & Forecast
 - 11.1.1. By Value
- 11.2. Market Share & Forecast
 - 11.2.1. By Applications

12. VIETNAM HALAL CERTIFICATION MARKET OUTLOOK

- 12.1. Market Size & Forecast
 - 12.1.1. By Value
- 12.2. Market Share & Forecast
 - 12.2.1. By Applications

13. VIETNAM KOSHER CERTIFICATION MARKET OUTLOOK

- 13.1. Market Size & Forecast
 - 13.1.1. By Value
- 13.2. Market Share & Forecast
 - 13.2.1. By Applications

14. MARKET DYNAMICS

- 14.1. Drivers
- 14.2. Challenges

15. SUPPLY CHAIN ANALYSIS

16. MARKET TRENDS & DEVELOPMENTS

17. POLICY & REGULATORY

18. VIETNAM ECONOMIC PROFILE

19. COMPETITIVE LANDSCAPE

- 19.1. ALS Limited
 - 19.1.1. Business Overview
 - 19.1.2. Product & Service Offerings
 - 19.1.3. Financials (If Listed)
 - 19.1.4. Recent Developments
 - 19.1.5. Key Personnel
 - 19.1.6. SWOT Analysis
- 19.2. AsureQuality
- 19.3. Bureau Veritas
- 19.4. Dekra
- 19.5. DNV GL
- 19.6. Intertek Group PLC
- 19.7. Lloyd's Register
- 19.8. SGS Soci t  G n rale de Surveillance SA

20. STRATEGIC RECOMMENDATIONS

21. ABOUT US & DISCLAIMER

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