



Euromonitor
International

Processed Fruit and Vegetables in Vietnam

December 2025

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Processed Fruit and Vegetables in Vietnam - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Canned fruit gains new occasions through café culture

INDUSTRY PERFORMANCE

Shelf stable fruit remains key driver in 2025

Fruit-based tea attracts rising interest in Vietnam, supporting sales in specific segments

WHAT'S NEXT?

Fresh food alternatives present rising competitive threat

Product origin increasingly scrutinised by consumers

Foodservice channel set to create aspirational demand

COMPETITIVE LANDSCAPE

Del Monte leads through high brand awareness and trust, while local companies compete through pricing

Halong Canned Food declines in 2025

CHANNELS

Small local grocers continues to lead thanks to accessibility and affordability

Online shopping becomes more ingrained in local lifestyles

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EXECUTIVE SUMMARY

Essentials remain resilient amid cost pressures and health-led upgrades

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Essential nature of staple foods ensure stable demand in 2025

Affordability remains key concern for local consumers

Sustainability trend slowly gains ground in 2025

WHAT'S NEXT?

Forecast period will see continued demand for staple foods

Food safety to see stricter controls in forecast period

Stakeholders increase focus on sustainable development

COMPETITIVE LANDSCAPE

Acecook leads, focusing on expansion and sustainability

Masan benefits from broad portfolio, while South Korean players gain greater visibility in Vietnam

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Shoppers still prefer to frequent local neighbourhood stores

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-fruit-and-vegetables-in-vietnam/report.