



Fish and Seafood in Vietnam

February 2026

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Fish and Seafood in Vietnam - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers shift to local products

INDUSTRY PERFORMANCE

Financial pressures impact consumer purchasing patterns in 2025

Manufacturers give greater attention to the domestic market

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Growth for fresh food in 2025 despite challenging economic climate

Local consumers retain a high level of confidence in fresh food over processed

Branded meat sees cautious acceptance

WHAT'S NEXT?

Positive outlook for Vietnamese fresh food in the years ahead

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