



Pulses in Vietnam

February 2026

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Pulses in Vietnam - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Climate change pushing up prices

INDUSTRY PERFORMANCE

Growth for pulses in 2025 as consumers seek healthy, affordable ingredients for cooking

Expansion of e-commerce benefits the category in 2025

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Wide availability of affordable fresh food supports growth

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

Branded meat sees cautious acceptance

WHAT'S NEXT?

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