



# Nuts in Vietnam

February 2026

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## Nuts in Vietnam - Category analysis

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#### 2025 DEVELOPMENTS

Price of nuts impacted by climate change

#### INDUSTRY PERFORMANCE

Nuts remain a staple of Vietnamese cuisine

Social media activity boosts demand for imported nuts

#### WHAT'S NEXT?

Nuts predicted to see solid growth in the years ahead

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## Fresh Food in Vietnam - Industry Overview

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Wide availability of affordable fresh food supports growth

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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

Regulations set to support improvements in the quality of fresh food

Imported goods will increase in popularity but face stricter controls

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