Euromonitor International

Fresh Food in Vietnam

February 2026

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Fresh Food in Vietnam

EXECUTIVE SUMMARY

Wide availability of affordable fresh food supports growth

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INDUSTRY PERFORMANCE

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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