



HUY HOANG
GLOBAL FOOD



BREAKING NEWS

VIETNAMESE SEAFOOD

| SOURCE:

VASEP

PRESENTED BY:

HGF'S TEAM

www.huyhoangseafood.com.vn

PANGASIUS NEWS

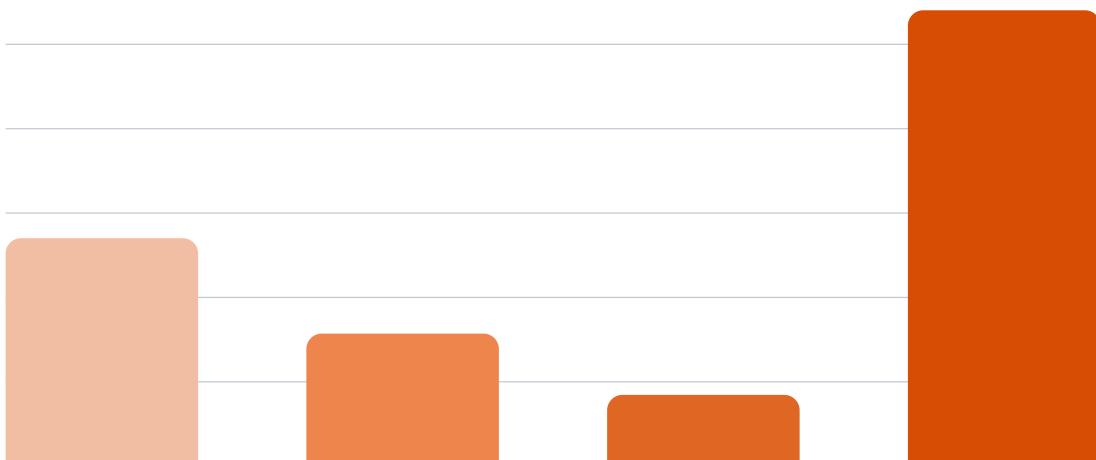
OVERVIEW

During the period from January 1 to December 15, 2025, Vietnam's pangasius imports showed clear differentiation among markets. China remained the largest market with an import volume of 540,399, up 3.3% year-on-year. The U.S. market declined by 5.3% to 314,282, reflecting more cautious demand. Meanwhile, Brazil stood out with strong growth of 37.8%, reaching 169,004, highlighting significant expansion potential. Other markets maintained a considerable volume, contributing to the diversification of export destinations for Vietnamese pangasius.



Vietnam Pangasius Import Markets from January 1 to December 15, 2025

● China ● The US ● Brazil ● Others





PANGASIUS NEWS

U.S. MARKET

In the United States, consumption of whitefish is supported by the growing focus on protein intake and balanced diets. According to LLC Attorney, U.S. food retail sales are forecast to grow strongly during the 2026–2029 period, with seafood identified as the fastest-growing food category, recording an average annual growth rate of 13.8%.



Among the tuna export product groups, frozen tuna meat/loin and canned tuna are the two main export items from Vietnam to Canada, accounting for 70% and 26% respectively. Exports of these two product groups in the first 11 months of 2025 both showed good growth compared to the same period, increasing by 15%.

PANGASIUS NEWS



PANGASIUS NEWS

EUROPEAN MARKET

In the European Union, whitefish consumption trends are closely linked to requirements for sustainability, traceability, and animal welfare. Consumers are increasingly concerned about the environmental impact of food, as well as aquaculture and fishing practices.

International certifications such as ASC, GlobalG.A.P., and other environmental management standards have become key factors in purchasing decisions. For whitefish products—especially farmed species—the ability to meet traceability and sustainable production requirements plays a critical role in maintaining access to mainstream European distribution channels.

PANGASIUS NEWS

OVERALL



Against the backdrop of slow economic growth, complex geopolitical conditions, and ongoing volatility, consumers continue to prioritize reasonably priced food options. For whitefish, cod supply is expected to decline due to tighter fishing quotas, which may keep cod prices at elevated levels throughout 2026. Under this price pressure, consumers and retailers are increasingly shifting toward alternative whitefish species such as pollock, pangasius, and tilapia, which offer more stable supply and competitive pricing.



In addition to price considerations, demand for processed and convenient whitefish products continues to rise in both the U.S. and Europe. Products such as frozen fillets, breaded fish, semi-processed, and ready-to-eat items are becoming more common in modern retail and foodservice channels, reflecting time-saving needs and urban lifestyles.

Overall, whitefish consumption in the U.S. and Europe in 2026 is shaped by a combination of protein-driven dietary trends, balanced nutrition, sustainability requirements, economic value, and convenience. Products that meet these criteria are expected to continue playing an important role in consumption structures across the world's two largest seafood import markets.

PANGASIUS NEWS

RAW MATERIAL SITUATION

The Pangasius Industry in the Mekong Delta Accelerates Digital Transformation

The pangasius industry in Vietnam's Mekong Delta is accelerating digital transformation to improve production efficiency, food safety control, traceability, and compliance with stricter export market requirements such as those of the U.S. and the EU. Traditional farming models face growing challenges from price volatility, rising input costs, and regulatory pressures.

The application of digital solutions in farming and processing such as IoT-based water monitoring, digital farming maps (E-MAP), electronic traceability, and enterprise management systems has improved raw material quality, reduced risks, enhanced transparency, and strengthened value chain connectivity. To ensure long-term sustainability, continued improvements in regulatory frameworks, technical standards, digital skills, and integrated data systems remain essential.



SHRIMP NEWS

OVERVIEW

In the second week of 2026, the global shrimp market saw mixed trends among key producing countries. Shrimp prices in India continued to rise due to supply shortages during the off-season; Chinese shrimp prices adjusted slightly downward as demand cooled after the holiday. Meanwhile, shrimp prices in Vietnam and Ecuador remained generally stable, Thailand saw a slight decrease, and Indonesia continued its recovery phase after the volatility.

Vietnam: Shortage of raw materials but shrimp prices remain stable.



In Vietnam, the price of vannamei shrimp (30-90 pieces/kg) remained unchanged compared to last week. Previous price increases were mainly due to a severe shortage of raw materials. The price of tiger shrimp also remained stable, with no recorded fluctuations. According to a consulting firm in Ho Chi Minh City, trading volume in the market remains low, with large processing plants only purchasing limited quantities. Current prices are considered stable.



SHRIMP NEWS

THAI MARKET

Thai shrimp prices edged lower this week after a strong recovery following severe flooding at the end of 2025. Prices for 80 count shrimp fell by 5 baht/kg (approximately US\$0.15), while other sizes remained stable. The recovery in southern production areas has been slow, with January production expected to reach only around 12,000–16,000 tonnes.

SHRIMP NEWS

EUROPEAN MARKET

While Vietnamese shrimp exports to the EU are expected to maintain positive growth in 2025, several new regulations related to animal welfare are gradually shifting from "ethical recommendations" to mandatory requirements, potentially reshaping the shrimp supply chain to this market from 2026 onwards.

According to data from Shrimp Insight, in the first 10 months of 2025, the EU imported a total of approximately 374,500 tonnes of frozen vannamei shrimp (HS code 03061792) and value-added processed shrimp (HS codes 160521, 160529), an 18% increase compared to the same period last year; the import value reached €2.35 billion, a 21% increase. This upward trend reflects continued robust consumer demand, particularly in Southern and Northwestern Europe – two regions accounting for over 95% of the bloc's total shrimp imports.

Against this backdrop, new animal welfare requirements are emerging as a new "threshold." From 2026, many major retail chains in the EU and the UK will require warm-water prawns to be completely stunned (usually by electricity) before being ice-soaked, replacing the traditional cold shock method.

The key difference with this barrier is that it cannot be resolved simply through paperwork or certificates. Businesses are forced to reinvest in harvesting and processing technology, change operating procedures, and more tightly control the transportation of live shrimp. The investment cost for a production line that generates excessive electricity is significant, especially in the context of shrinking profit margins in the shrimp industry.



SHRIMP NEWS

CHINESE MARKET

China's shrimp import market in the first 11 months of 2025 showed a clear recovery trend in value, although the total volume remained almost flat compared to the same period. After a slow start in the first quarter, import demand gradually normalized from the second quarter and maintained a stable momentum until the end of the year, reflecting the cautious adaptation of importers to global price fluctuations.

According to cumulative figures for the first 11 months of the year, China imported 819,154 tons of shrimp, a slight decrease of 1% compared to the same period in 2024. However, the import value reached US\$4.34 billion, an increase of 7%, indicating a significant improvement in average purchase prices. In November alone, import volume reached 76,396 tons (down 3% compared to the same period), but the value still increased by 2%, to US\$428 million – further reinforcing the trend of "decreasing volume, increasing price".



Overall, the Chinese market is entering a cautious purchasing phase, focusing on cost control amidst a recovery in global shrimp prices. The fact that import value is increasing faster than volume is seen as a positive sign for global shrimp exporters, particularly in terms of improving profit margins in the near future.



SHRIMP NEWS

RAW MATERIAL SITUATION

Ca Mau maintains its position as the "shrimp capital" with a production target of nearly 600,000 tons in 2025.

In 2025, Ca Mau will continue to affirm its role as the center of Vietnam's shrimp industry, with production reaching nearly 600,000 tons, maintaining its leading position nationwide. With its dense network of canals and waterways, long coastline, stable climate, and diverse brackish and saltwater ecosystems, the province has favorable conditions for developing various shrimp farming models, from traditional extensive farming to intensive and super-intensive farming using high technology.

In the coming period, Ca Mau aims to become the national center for shrimp industry. The focus will be on planning concentrated farming areas, promoting the application of science and technology, investing in synchronized infrastructure, and developing a closed-loop value chain.



TUNA NEWS

CANADA MARKET - TUNA EXPORTS FLUCTUATE FROM MONTH TO MONTH

Among the tuna export product groups, frozen tuna meat/loin and canned tuna are the two main export items from Vietnam to Canada, accounting for 70% and 26% respectively. Exports of these two product groups in the first 11 months of 2025 both showed good growth compared to the same period, increasing by 15%.

However, cumulative growth does not fully reflect the "market rhythm". Looking at market data month by month, Vietnam's tuna exports to Canada in 2025 are stable, with periods of rapid increases followed by sharp declines. And exports to this market are trending downward in the final months of the year.

In the Canadian market, Thailand, Italy, and Vietnam are the three largest suppliers of tuna. Canada's tuna imports have been steadily increasing in recent years. Therefore, export opportunities to Canada are wide open, but this "playing field" requires Vietnamese businesses to compete directly with many large suppliers.

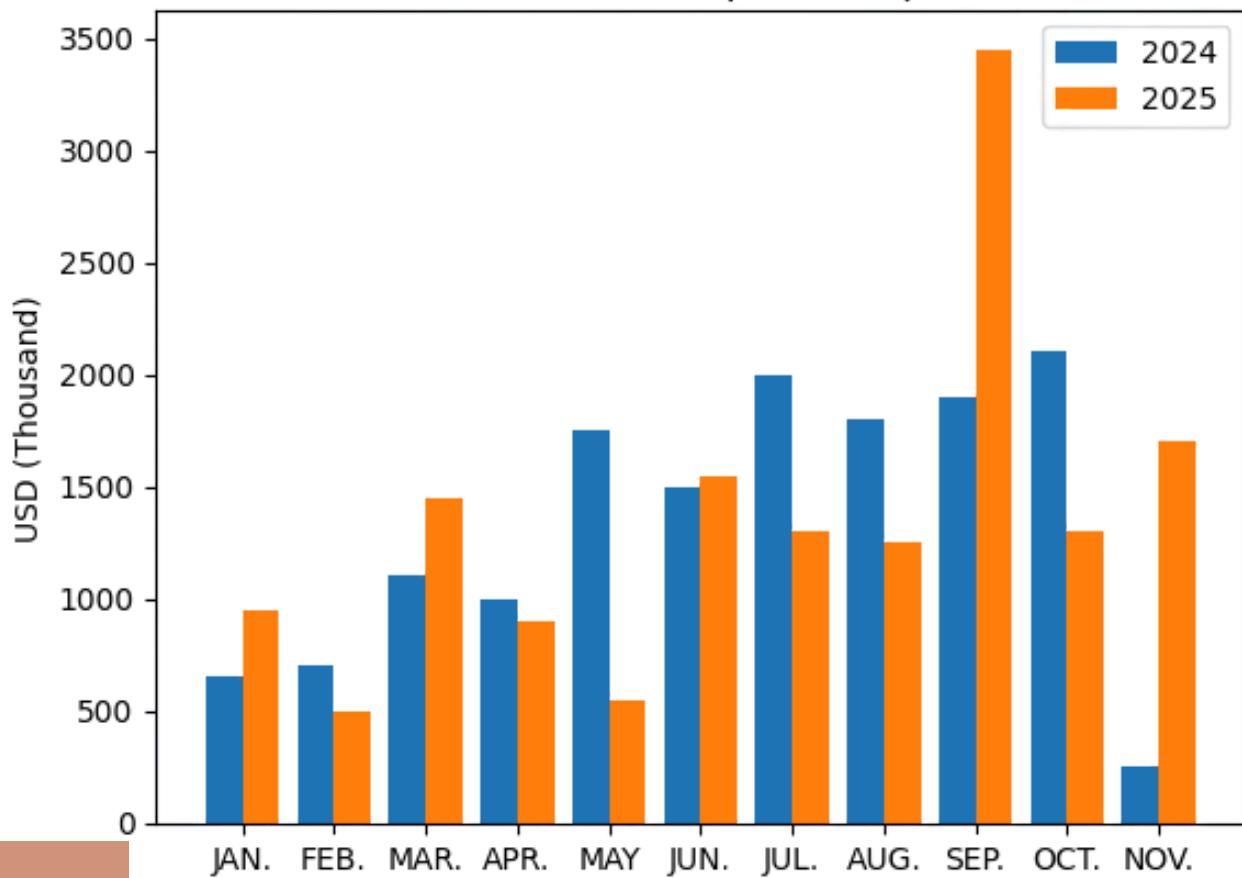


TUNA NEWS

SPANISH MARKET - TUNA EXPORTS ARE SHIFTING STRONGLY TOWARDS PROCESSED PRODUCTS



Vietnam Tuna Exports to Spain



TUNA NEWS

SPANISH MARKET

In 2025, Vietnam's tuna exports to Spain are expected to fluctuate significantly. According to statistics from Vietnam Customs, in the first 11 months of 2025, Vietnam's tuna export value to Spain increased slightly by 0.3% compared to the same period in 2024, reaching nearly 15 million USD.



Vietnam's tuna exports to Spain during the first 11 months of 2025 did not show steady month-on-month growth, but instead experienced sharp surges at certain points, notably in September, when exports rose by 84%, and in November, which recorded a dramatic increase of 534%. In contrast, export values in several other months declined significantly.



This increase in exports was mainly driven by the growth in export value of other processed tuna products under HS Code 16, primarily frozen cooked tuna loins, which rose by 16% year on year. Conversely, exports of canned tuna to the Spanish market declined sharply, falling by 57%.

OUTLOOK FOR 2026

Based on developments during the first 11 months of 2025, Vietnam's tuna exports to Spain are expected to record a slight increase in the early months of 2026. Exports of frozen cooked tuna loins are projected to grow, in line with Spain's role as a key processing hub and the EU's consumer trend toward convenient food products.

SURIMI NEWS

According to Vietnamese Customs data, in the first 11 months of 2025, the export value of fish paste and surimi reached US\$327 million, an increase of 22% compared to the same period in 2024; in November 2025 alone, it reached US\$35 million, an increase of 5%.

KOREAN & THAILAND MARKET

During the first 11 months of 2025 remained higher than the same period last year, recording increases of 11% and 16%, respectively. However, in November, exports to both of these markets declined year on year.

THE EU MARKET

The EU has emerged as a notable bright spot, with export value reaching USD 32 million, accounting for 10% of the total and increasing by 91% during the first 11 months of 2025. In particular, Lithuania recorded exports of USD 29 million, representing 9% of the total and rising by 108%—the strongest growth among major markets.

CHINA & HONG KONG MARKET

Recording strong growth of 46% year on year.

JAPANESE MARKET

Exports increased significantly by 19% during the first 11 months of 2025, reaching over USD 30 million.





HUY HOANG
GLOBAL FOOD

GOOD ITEMS FOR SALES



FROZEN PANGASIUS FILLET UNTRIMMED

- Skinless, Boneless, Belly on, Fat on, Red meat on, Treated Eu standard
- 90% Net Weight, 10% Glazing
- Size (grs/pc): 220 up
- Packing: Interleaved, 5kg ctn



FROZEN BARRAMUNDI WHOLE ROUND

- Whole Round, Chemical-free
- 80% Net Weight, 20% Glazing
- Size (grs/pc): 800/1000; 1000 up
- Packing: IWP, 10kg/ carton



FROZEN GOLDEN POMFRET WHOLE ROUND

- Whole Round, Chemical-free
- 80% Net Weight, 20% Glazing
- Size (grs/pc): 400/500; 500/600
- Packing: IWP, 10kg/ carton



HUY HOANG
GLOBAL FOOD

GOOD ITEMS FOR SALES



FROZEN COOKED VANNAMEI PDTO

- Peel, pin-deveined, tail on, cooked, STPP treatment
- 70% net, 30% glazing, FC/FW
- Size (pcs/lb): 26/30 ; 31/40; 41/50; 61/70
- Packing: IQF, 400g /printed bag, 25bags/carton



FROZEN PRE-FRIED TEMPURA SHRIMP

- Treated Stpp + Salt
- 40% shrimp, 60% powder
- Size (pcs/lb): 21-25
- Length: 11-12cm
- Packaging Spec: 500g/normal box x 15/ctn

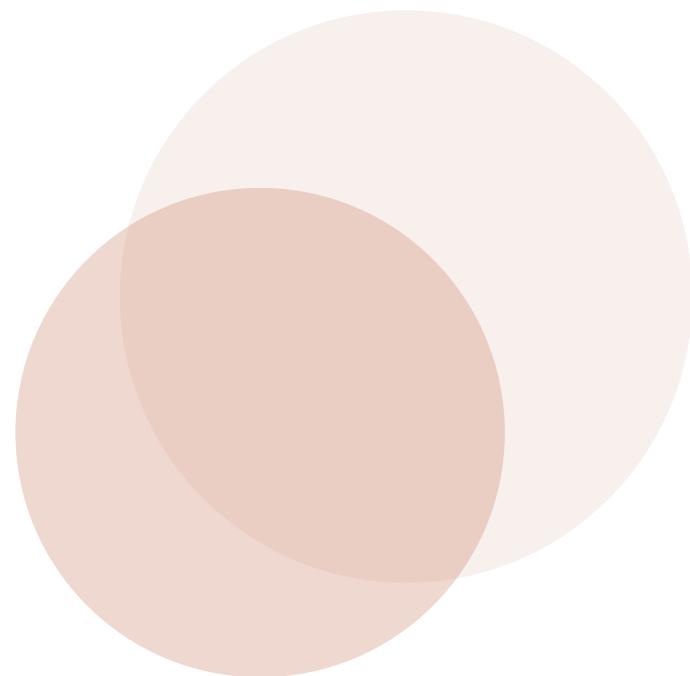


BABY CUTTLEFISH WHOLE CLEANED

- Size: 10/20: 20% 20/40: 80%
- Packing: IQF, 2 LBS/BAG X 10 BAGS/CTN



THANK YOU



GET IN TOUCH



www.huyhoangseafood.com.vn



sales@huyhoangseafood.com.vn



+84 2 866 866 865



Ho Chi Minh City, Vietnam