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BREAKING NEWS

VIETNAMESE SEAFOOD

AUGUST
2026

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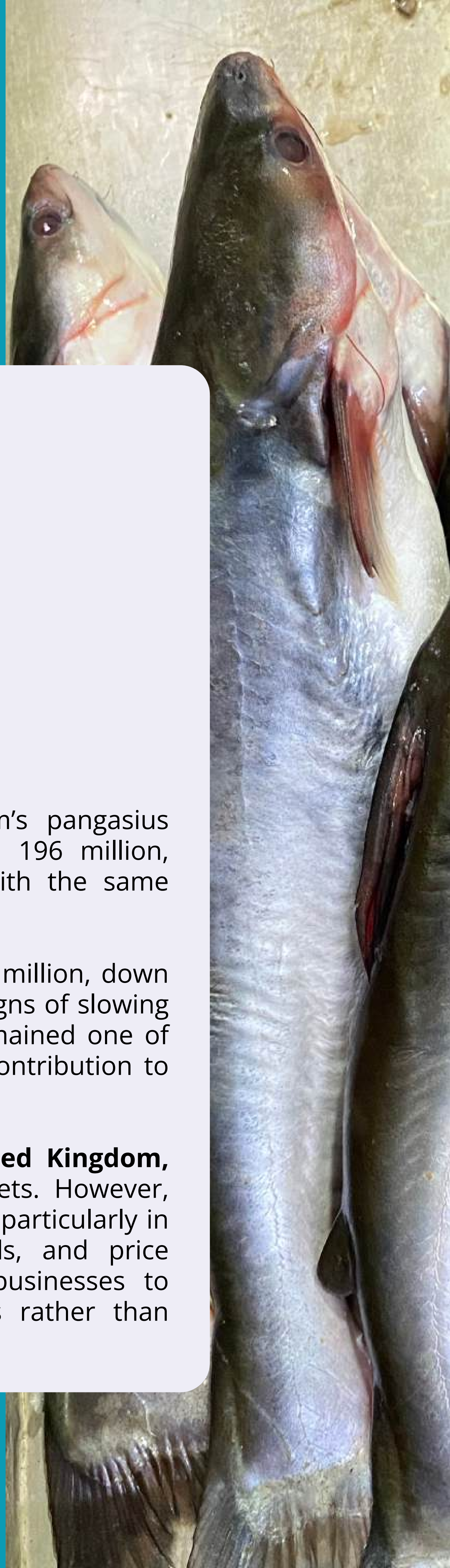
PANGASIUS NEWS

OVERVIEW

In the first six months of 2026, Vietnam’s pangasius exports to **the CPTPP bloc** reached USD 196 million, representing a 15% increase compared with the same period in 2025.

In June 2026, export value reached USD 34 million, down slightly by 0.4%. Although growth showed signs of slowing toward the end of Q2, **the CPTPP bloc** remained one of the key market groups making a positive contribution to Vietnam’s pangasius exports.

Within **the CPTPP bloc, Mexico, the United Kingdom, and Japan** continued to be notable markets. However, demand in each market differs significantly, particularly in terms of product types, processing levels, and price segments. This highlights the need for businesses to develop market-specific product strategies rather than applying a one-size-fits-all approach.



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PANGASIUS NEWS

MEXICAN MARKET

In the first six months of 2026, Vietnam's pangasius exports to Mexico reached:

- USD 43 million
- Up 28% compared with the same period in 2025
- June exports reached USD 6 million, down 20%

Although export value declined in June, this trend mainly reflects the market's quarterly ordering cycle. Since the beginning of the year, Mexico has tended to increase imports in the first month of each quarter, followed by a gradual decline toward the end of the quarter. Therefore, the decline in June does not necessarily indicate a weakening in overall market demand.

Mexico currently imports pangasius mainly in raw material forms. Frozen pangasius fillets reached USD 38 million, up 27%, while whole frozen and cut pangasius reached USD 5 million, up 43%. This product structure indicates that the Mexican market prioritizes competitively priced products suitable for distribution and processing activities in the local market. This presents an opportunity for Vietnamese suppliers that can provide stable supply, large volumes, and competitive pricing.

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PANGASIUS NEWS

UNITED KINGDOM MARKET

In the first six months of 2026, Vietnam's pangasius exports to the United Kingdom reached:

- USD 36 million
- Up 22% year-on-year
- June exports reached USD 8 million, up strongly by 30%

The United Kingdom was one of the markets showing positive growth within the CPTPP bloc.

Frozen pangasius fillets continued to be the leading product, with an export value of USD 32 million, up 25%. Meanwhile, value-added products reached USD 2.4 million, up 19%, while whole frozen and cut pangasius reached USD 1.4 million, down 11%.

The UK market is increasingly prioritizing convenient, easy-to-prepare products that fit modern retail systems. At the same time, shortages in the supply of certain traditional whitefish species are encouraging importers to seek alternative sources offering reasonable prices and stable supply. This creates an opportunity for Vietnamese pangasius to expand its market share in the UK, particularly through products such as fillets, portion-sized products, breaded products, and ready-to-cook products. Developing highly convenient products that meet the requirements of the retail and foodservice sectors will help Vietnamese pangasius strengthen its competitiveness in this market.

PANGASIUS NEWS

JAPANESE MARKET

In the first six months of 2026, Vietnam's pangasius exports to Japan reached:

- USD 26 million
- Up 19%
- June exports reached USD 5.5 million, up 6%

Frozen pangasius fillets continued to account for the largest share, reaching USD 22 million, up 16%, while whole frozen and cut pangasius reached USD 1 million, up 18%. Notably, value-added pangasius products reached USD 3 million, representing a significant 48% increase. This strong growth indicates rising demand for more deeply processed and higher value-added pangasius products.

These results show that Japan is becoming a promising market for processed and value-added pangasius products. However, to fully capitalize on this opportunity, businesses need to place greater emphasis on product quality, convenience, packaging specifications, and traceability. Products designed to meet consumer needs, offer convenience, and feature professional and market-appropriate packaging are likely to have greater potential for expanding market share in Japan.

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PANGASIUS NEWS

OUTLOOK

CPTPP tariff preferences continue to provide an advantage for Vietnamese pangasius in member markets. However, opportunities vary significantly from one market to another.

Mexico is well suited to a strategy focused on stable supplies of raw materials and competitive pricing, while **the United Kingdom** is seeing growing demand for fillets and convenient products as importers seek to supplement supplies of whitefish. Meanwhile, **Japan** offers greater potential for deep-processed and value-added products.

As international market demand becomes increasingly diversified, developing products tailored to the specific requirements of each market will play an important role in the export strategy of Vietnamese pangasius businesses.

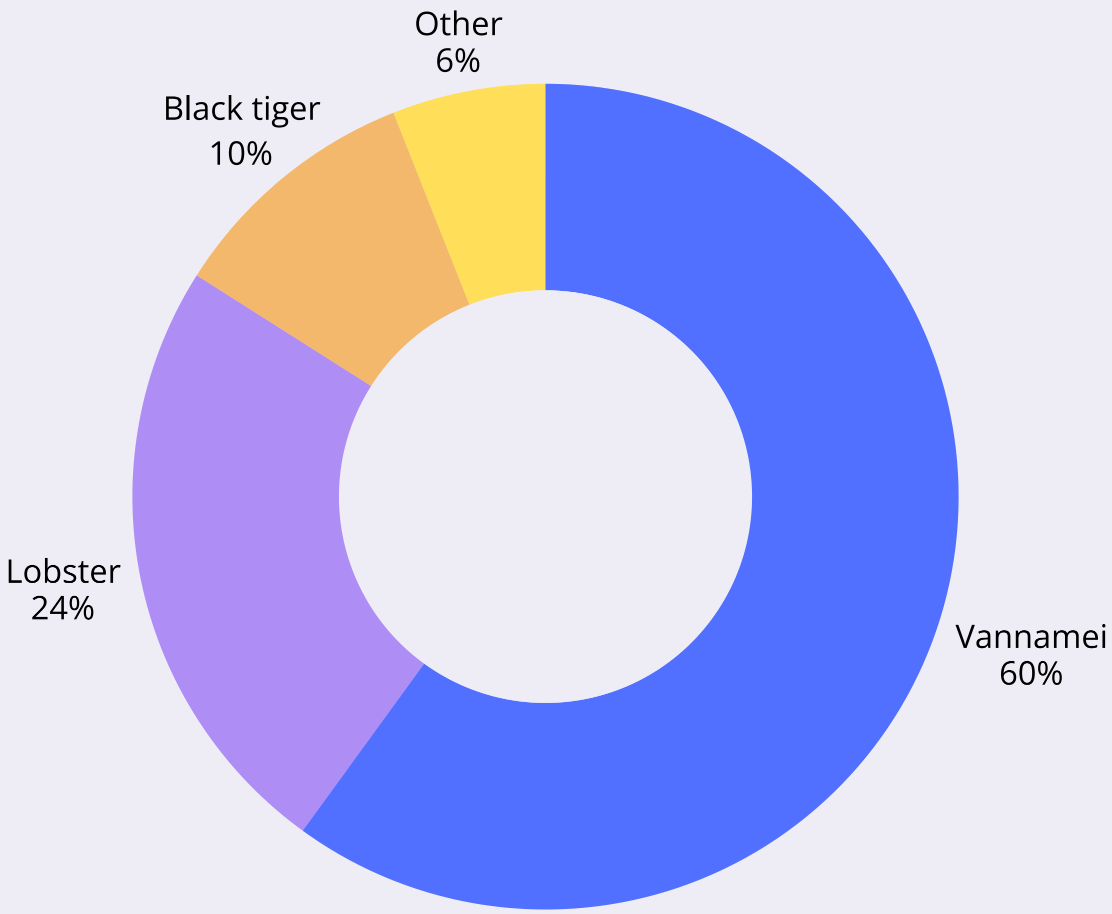
Rather than focusing solely on export volume, businesses should pay greater attention to product structure, processing levels, packaging specifications, and convenience in order to increase export value and make more effective use of the advantages provided by the CPTPP.

SHRIMP NEWS

OVERVIEW

Regarding the composition of Vietnam's shrimp exports from January 1 to July 15, 2026, vannamei shrimp accounted for the largest share at 60%, followed by lobster (24%), black tiger shrimp (10%), and other shrimp varieties (6%). Thus, shrimp exports were primarily concentrated on vannamei shrimp and lobster, which together made up 84% of the total export mix.

Shrimp export composition from January 1, 2026, to July 15, 2026



SHRIMP NEWS

EU MARKET

According to data from Shrimp Insights, EU shrimp imports continued to decline in May 2026, reflecting a market correction following the unusually strong growth of the previous year. Trade data shows that the EU imported 29,728 tonnes of shrimp in May—a 27% drop compared to the same period in 2025—with the import value falling correspondingly to €181 million.

This decline is partly attributable to a high base of comparison, as May 2025 saw record import volumes that kicked off a period of strong growth lasting through the final months of the year. Overall, in the first five months of 2026, the EU imported 152,147 tonnes of shrimp—an 8% year-on-year decrease—with the value falling by 13% to €942 million.

By product category, imports of frozen raw shrimp declined more sharply than those of processed products. In May, imports of frozen Penaeus shrimp fell by 28% to 25,724 tonnes, bringing the five-month cumulative total to 129,263 tonnes—a 10% decrease. Meanwhile, imports of value-added shrimp dropped 19% in May to 4,004 tonnes. However, thanks to positive growth earlier in the year, the total import volume for this category still rose by 5%, reaching 22,883 tonnes.

Regarding supply, Vietnam's shrimp exports to the EU reached 21,432 tonnes in the first five months of the year—a 6% increase year-on-year—despite a 26% drop in May volumes to 3,583 tonnes. These results demonstrate that Vietnamese shrimp have maintained their market position, driven by strengths in processed and value-added products and the ability to meet the European market's stringent requirements.

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SHRIMP NEWS

US MARKET

US shrimp imports rebounded in May 2026, reaching 69,272 tonnes—a 7% increase year-on-year. Import value also rose by 5% to $585 million. However, for the first five months of the year combined, the volume of US shrimp imports fell by 9% compared to 2025, dropping to 309,640 tonnes, while the value declined by 7% to $2.72 billion.

The recovery in May was driven primarily by frozen shell-on shrimp and breaded shrimp. Imports of shell-on shrimp rose by 21% to 19,328 tonnes, while breaded shrimp saw a sharp 37% increase to 5,786 tonnes. Meanwhile, imports of frozen peeled shrimp remained virtually stable at 36,126 tonnes, whereas the cooked and marinated shrimp category continued to decline, falling by 12%.

In terms of supply, Ecuador was the primary driver of growth, with exports to the US rising by 44% in May to reach 28,637 tonnes. Year-to-date, Ecuador has exported 114,910 tonnes, a 21% increase compared to the same period last year.

India remained the second-largest supplier but continued to see a sharp decline, with exports for the first five months falling by 32% to 90,636 tonnes. Indonesia, Vietnam, and Thailand also recorded mixed results. Vietnam's exports dropped by 16% to 17,728 tonnes, while Thailand's increased by 7%.

SHRIMP NEWS

CHINESE MARKET

China's shrimp market is entering a correction phase as importers focus on reducing inventories amidst weak consumption and abundant supply. Wholesale shrimp prices—particularly for Ecuadorian vannamei shrimp—remain under pressure as buyers limit new orders.

According to traders, many Chinese importers are prioritizing the clearing of existing stock over making new purchases, resulting in sluggish trading activity. Sources indicate that demand from the foodservice sector remains weak, while Ecuadorian suppliers are struggling to maintain current price levels.

For Ecuadorian shrimp, abundant supply combined with limited purchasing power is exerting downward pressure on prices. Concerns regarding high inventory levels and slow consumption rates are prompting Chinese buyers to continue negotiating for lower prices.

Meanwhile, the Argentine red shrimp (Pleoticus muelleri) industry is preparing to launch a promotional campaign in China to boost consumption and enhance product visibility. China is currently one of the most important export markets for Argentine red shrimp, alongside Spain.

Industry players anticipate that these promotional efforts will support long-term demand. However, in the short term, the market remains influenced by inventory levels, weak purchasing power, and the balance between supply and demand.

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SHRIMP NEWS

RAW MATERIAL SITUATION

Market volatility, rising production costs, and increasingly stringent requirements from export markets are placing significant pressure on the shrimp industry. In response, **Vinh Long province** is promoting a technology-driven shrimp farming model that integrates production and consumption chains to enhance efficiency, mitigate risks, and boost the sector's value.

Moving beyond reliance on traditional methods, many farming areas have stepped up the application of technology for seed stock control, water quality management, and early disease detection. At the Long Khanh Agricultural Cooperative (Long Thanh Commune, Vinh Long Province), farmers have invested in aquatic disease testing systems and partnered with businesses to verify seed quality prior to stocking. Proactively screening for pathogens helps minimize potential losses while establishing safe farming zones suitable for processing and export.

In the first half of 2026, Vinh Long's aquaculture sector covered nearly 63,777 hectares involving 44,875 households, with a total output of 296,470 tonnes—a 4.86% increase year-on-year. Specifically, the high-tech shrimp farming area reached 6,325 hectares, yielding approximately 61,000 tonnes.

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TUNA NEWS

CANADIAN MARKET

In the first half of 2026, Vietnam's tuna exports to Canada reached nearly 20 million USD, up 5% compared to the same period in 2025. Canada is currently Vietnam's sixth-largest tuna export market and one of the brighter performers within the CPTPP bloc, at a time when exports to the U.S. and EU remain volatile.

Monthly performance indicates a clear recovery from the second quarter, with export value increasing steadily each month. Exports in Q2 reached nearly 12 million USD, up almost 30%, offsetting most of the decline recorded in Q1. However, it is still too early to conclude that the Canadian market has entered a stable growth cycle.

Product performance was also mixed. Fresh, frozen, and dried tuna under HS03 generated nearly 14 million USD, down 6%. Meanwhile, processed and canned tuna under HS16 reached nearly 6 million USD, surging 42%. This indicates that the main growth driver was not frozen raw-material products, but higher value-added processed products.

This is a positive signal, as the Canadian market has solid demand for convenient products, private-label goods, and canned tuna. However, this segment is also likely to face stronger competitive pressure following the signing of a Free Trade Agreement between Canada and Ecuador.

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SWIMMING CRAB NEWS

OVERVIEW

Vietnam's swimming crab exports delivered a strong performance in the first half of 2026, emerging as the fastest-growing segment within the broader crab and other crustacean category.

According to Vietnam Customs data, swimming crab export value reached 43 million USD in the first six months of 2026, up 56% compared to the same period in 2025. Export value increased consistently month by month, with growth momentum accelerating steadily throughout the period.

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SWIMMING CRAB NEWS

US MARKET

Vietnam's swimming crab export growth remains highly concentrated in the U.S. market. In the first half of 2026, exports to the U.S. reached 36 million USD, up 74% year-on-year and accounting for 82% of Vietnam's total swimming crab export value. The U.S. market's share of Vietnam's overall swimming crab exports has also continued to rise, underscoring its increasingly dominant position in the export structure.

In Q2, Vietnam's swimming crab exports to the U.S. gained momentum at an accelerating pace. Orders increased notably after May, reflecting strong demand for Vietnamese swimming crab amid growing U.S. market requirements for traceable, reliable supplies that comply with new import regulations.

SWIMMING CRAB NEWS

SOUTH KOREAN MARKET

Beyond the United States, South Korea stands out as the most notable market. In the first six months of 2026, exports to South Korea exceeded 2 million USD, surging 111%. Although the export volume remains relatively small, this rapid growth suggests that the market could become an important supplementary destination, particularly for processed and convenience products or raw materials for further processing.

OTHER MARKETS

China and Hong Kong also reversed course in the second quarter, reaching nearly 1.4 million USD, up 66%. Cumulatively, exports to these markets totaled nearly 2 million USD in the first half of the year, representing a 23% increase. Exports to **Australia** rose by 22%, while shipments to **Thailand** increased by 61%. In contrast, exports to **Japan**, **the United Kingdom**, and **the EU** declined compared with the same period last year.

GOOD ITEMS FOR SALES

FROZEN PANGASIUS WELL-TRIMMED CUBE

- Skinless, Boneless, Fat off, Belly off, Red meat off, STPP treatment
- 80% Net Weight, 20% Glazing
- Size (grs/pc): 15/25; 25/35
- Packing: IQF, 1kg plain bag with rider x 10/ carton

FROZEN TILAPIA FILLET

- Skinless, boneless, EU treated, non-CO treated, PBO
- 70% Net Weight, 30% Glazing
- Size (oz/pc): 3/5; 5/7
- Packing: IQF, 1kg plain bag with rider x 5/ carton

FROZEN ROUND SCAD WHOLE ROUND

- Whole Round, Chemical-free
- 90% Net Weight, 10% Glazing
- Size (pcs/kg): 12/14
- Packing: IQF Bulk 10kg/ctn

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GOOD ITEMS FOR SALES

FROZEN RAW VANNAMEI SHRIMP PDTO

- Raw, Headless, Shell-less, Peeled, Cut deveined, Tail On, STPP treated as EU's standards
- 75% Net Weight, 25% Glazing
- Frozen Count/ Frozen Weight
- Size (pcs/lb): 16/20 , 31/40
- Packing: IQF, 1kg plain bag x 10kg/carton

FROZEN RAW VANNAMEI HOSO

- Raw, Head on, Shell on, Chemical-free
- 80% Net Weight, 20% Glazing
- Frozen Count/ Frozen Weight
- Size (pcs/kg): 26/30
- Packing: Semi-IQF, 1kg box

FROZEN CUT BABY OCTOPUS (SINGLE SKIN)

- 100% Net Weight, No Chemical
- Size (grs/pc):
- M (40-60gr) : 60%
- L (80 gr up) : 40%
- Packing: Block, 1kg/block

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THANKS FOR READING

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