



HUY HOANG
GLOBAL FOOD

VIETNAMESE SEAFOOD

BREAKING NEWS

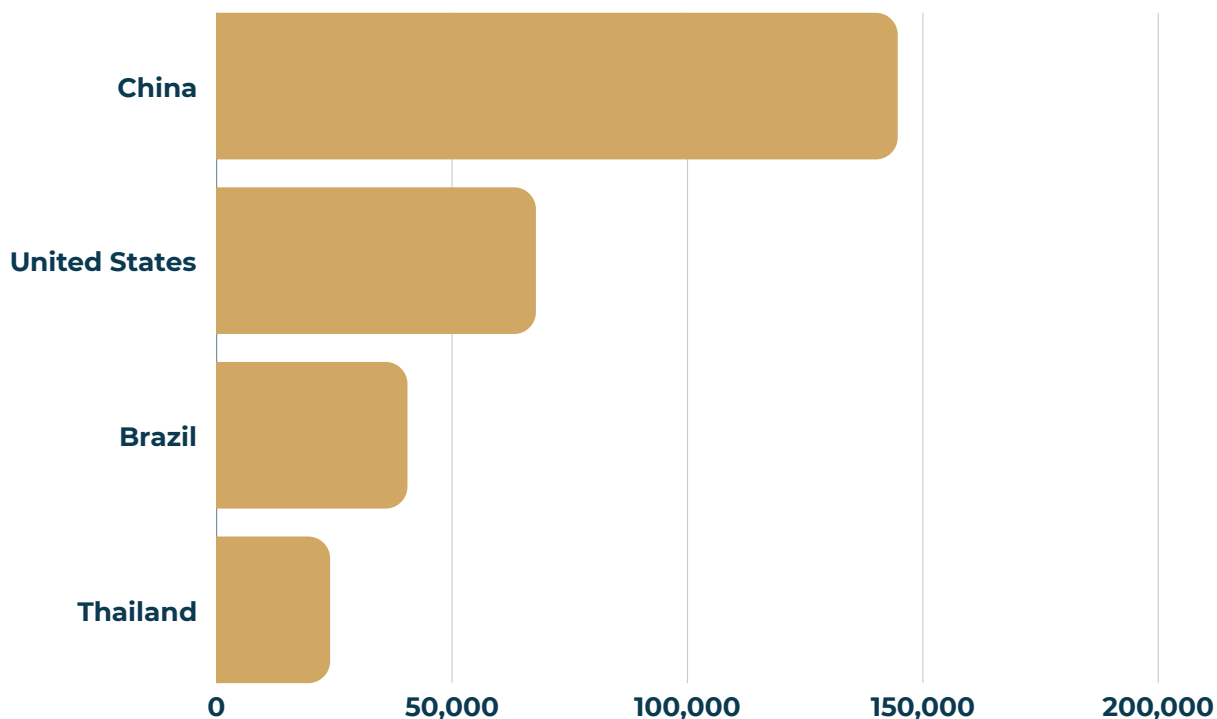
PANGASIUUS NEWS

OVERVIEW

In March 2026, Vietnam's pangasius exports reached USD 182 million, up 1% compared to the same period in 2025. Cumulative exports in the first three months of 2026 totaled USD 514 million, up 17% year-on-year, indicating that the pangasius industry continued to maintain positive growth momentum despite signs of slowdown in several markets.



VIETNAMESE PANGASIUUS IMPORT MARKETS From January 1 to March 31, 2026





PANGASIOUS NEWS

■ CHINESE MARKET

China remained the largest export market for Vietnamese pangasius in March 2026, with export value reaching USD 50 million, up 40% year-on-year. Stable consumer demand, along with advantages in geographical proximity and logistics costs, continued to support the market's role as the main driver of Vietnam's pangasius export growth.



■ U.S. MARKET

In 2026, demand for whitefish products in the United States has fluctuated due to the shortage of global cod supply, creating more opportunities for alternative products such as Vietnamese pangasius.

In the first three months of 2026, Vietnam's pangasius exports to the U.S. reached USD 67 million, down 3% compared to the same period in 2025. Of which:

- Frozen pangasius fillets reached USD 65 million, up 3%, accounting for 97% of total export turnover.
- Value-added processed pangasius products reached USD 761 thousand, down 83%.

The U.S. market is currently favoring basic pangasius products with competitive pricing. However, Vietnamese pangasius is facing increasing pressure from tariffs, U.S. import policies and stronger competition from tilapia.



Going forward, Vietnamese pangasius exporters are expected to shift from a price-based strategy toward improving product quality, meeting international certifications, sustainability standards, traceability requirements and strengthening brand development in the U.S. market. Frozen fillets are expected to remain the key export product in the short term, while companies with strong brands and internationally recognized standards will have more sustainable competitive advantages in the long term.

PANGASIU NEWS

■ BRAZILIAN MARKET

Brazil recorded export turnover of USD 12 million, down sharply by 41% year-on-year. The decline reflected adjustments in demand following a period of strong import growth previously.

■ THAI MARKET

Thailand continued to maintain stable demand, with export value reaching USD 9 million, up 23% compared to the same period last year. This indicates that the Southeast Asian market remains a bright spot for Vietnamese pangasius exports.

■ CPTPP MARKETS

Exports to the CPTPP reached USD 34 million in March 2026, up 8% year-on-year:

- **United Kingdom** continued to maintain positive growth, with export turnover reaching USD 6 million, up 2%.
- **Japan** recorded USD 3 million in export value, down slightly by 3%.



*Notably, demand in **the UK and Japan** has been gradually shifting toward farmed whitefish alternatives due to the declining supply of wild-caught whitefish. This trend is expected to create further opportunities for Vietnamese pangasius to expand its market share in the coming period.*





PANGASIOUS NEWS

■ EXPORT PRODUCT STRUCTURE

Frozen pangasius fillets continued to play the leading role in Vietnam's pangasius export structure in the first quarter of 2026.

- **Frozen pangasius products (HS03)** reached USD 504 million, accounting for 98% of total export turnover and increasing by 18% year-on-year.
- **Frozen pangasius fillets (HS0304)** alone reached USD 422 million, up 19%, and remained the key export product.
- **Value-added processed pangasius products (HS16)** reached USD 10 million, down 14%, indicating that the deep-processing segment has not yet shown a strong recovery.



Overall, although pangasius exports in March 2026 showed signs of slowing after strong growth in the first two months of the year, Vietnam's pangasius industry still maintained positive growth momentum thanks to stable demand from Asian markets and the global trend toward replacing wild-caught whitefish products.

PANGASIOUS NEWS

■ RAW MATERIAL SITUATION

Salinity-Adaptive Pangasius Farming Proposed in Can Tho

A Dutch group has proposed that **Can Tho develop pangasius farming zones adapted to saline conditions** in response to climate change and increasing saltwater intrusion in the Mekong Delta.

The proposal focuses on developing **brackish-water farming areas combined with recirculating aquaculture technology** to reduce water exchange, control waste and improve the quality of pangasius raw materials. Farming zones would also be linked with processing facilities to optimize logistics costs and improve the efficiency of the value chain.

Local authorities consider this approach consistent with the strategy for sustainable pangasius development, promoting an integrated supply chain from fingerlings and feed to farming and export activities, while helping stabilize raw material supply under increasingly challenging environmental conditions.



SHRIMP NEWS

■ OVERVIEW

In the first quarter of 2026, Vietnam's shrimp exports reached US\$1.069 billion, a 17.5% increase compared to the same period in 2025. This is a positive result given the uneven recovery of the global shrimp market, the increasingly fierce competition among major suppliers, and the continued volatility of the international trade environment. However, this increase does not reflect a uniform recovery of the entire industry, but mainly stems from breakthroughs in certain markets and specific product groups, most notably lobster exports to China.



In terms of product structure, vannamei shrimp remained the largest pillar with \$573 million, accounting for 53.6% of total export value and increasing by 6.3%. Black tiger shrimp reached \$80.7 million, an increase of 10.8%. The most notable highlight was the group of other shrimp varieties, reaching nearly \$415 million, an increase of 39.3%; of which lobster alone reached \$345.5 million, an increase of 57.4%, becoming the biggest growth driver for the entire industry in the first quarter of this year.



SHRIMP NEWS

■ CHINESE MARKET

In recent years, the lobster market in China has emerged as one of the most important drivers of global seafood trade, not only in terms of scale but also in its ability to influence prices and commodity flows.

From a rapidly growing consumer market, China has now become the world's largest destination for lobster products, with import values surging from approximately US\$1.2 billion in 2017 to an estimated nearly US\$3.9 billion by 2025. This expansion clearly reflects the growing trend of luxury goods consumption amidst rising incomes and a shift in consumption patterns towards emphasis on experiences and symbolic value.



With the growth in demand, the structure of lobster supply to China has also changed significantly. Previously, North America – particularly Canada and the United States – was the main source of American lobster. However, policy factors such as tariffs, along with fluctuations in costs and logistics, have diminished the relative role of this region at times. Instead, emerging suppliers have rapidly gained market share, most notably Vietnam with its green lobster product.

Besides Vietnam, the Chinese lobster market also includes other suppliers such as Australia and New Zealand with rock lobster products, which, although accounting for a smaller share, still play a role in the high-end segment.

SHRIMP NEWS

■ EU MARKET

Following strong growth in 2025, EU shrimp imports slowed down in the first two months of 2026. Total imports reached 56,718 tons, down 2%, while the value reached 363 million EUR, a sharper decline of 9% compared to the same period. In February alone, imports fell even more sharply, with 24,430 tons (down 10%) and 154 million EUR (down 17%), indicating not only a decrease in volume but also lower import prices. However, this development partly reflects an adjustment after the period of rapid growth in 2025, when the EU imported 455,776 tons (up 21%), worth €2.869 billion (up 22%), with several months exceeding 40,000 tons.



Regionally, Southern Europe saw the sharpest decline, reaching only 28,044 tons in the first two months of the year (a 13% decrease). Conversely, Northwestern Europe increased by 10% to 26,109 tons, while Eastern Europe saw a significant 48% increase, albeit on a smaller scale. This indicates that the decline was primarily driven by Southern Europe – a region more sensitive to purchasing power and inventory levels.

Regarding products, frozen raw shrimp remained dominant but decreased by 4%, while value-added shrimp increased by 8%, reflecting a shift in consumer trends towards convenient products.

SHRIMP NEWS

■ UK MARKET

The UK seafood import market is showing optimistic signs in the early months of 2026.



According to the latest data from HM Revenue & Customs, shrimp imports in February reached 5,617 tonnes, marking an 8.5% increase year-on-year and significantly exceeding the 5-year average of around 7.5%. This is a noteworthy development because while most EU countries typically see a decline in demand at this time, the UK market showed stability with import volumes remaining almost unchanged from January.

Overall, in the first two months of the year, UK shrimp imports totaled 11,282 tonnes, a 4.8% increase compared to 2025. This reflects strong purchasing power despite economic challenges. With the current growth momentum, the market is projected to continue increasing as it enters peak seasons in the summer and towards the end of the year.



SHRIMP NEWS

■ RAW MATERIAL SITUATION

From the end of March to the beginning of April 2026, the shrimp market witnessed contrasting trends: **many shrimp feed manufacturers adjusted their selling prices upwards**, while the price of raw shrimp in farming areas decreased compared to the beginning of the year. This development not only added pressure on farmers but also increased concerns about production costs, the competitiveness of Vietnamese shrimp, and the ability to balance raw material supply for the coming months.

According to market observations, in late March to early April 2026, many aquaculture feed manufacturers adjusted their selling prices upwards, with common increases ranging from a few hundred to a few thousand dong per kilogram; some product lines saw even higher adjustments.

According to information from businesses, **the price adjustments mainly stemmed from fluctuations in input costs, including raw material prices, logistics costs, and exchange rates.** Given that production costs are still affected by the global market, businesses explained the price adjustments as a reaction to market developments.



TUNA NEWS



■ OVERVIEW

According to Vietnam Customs data, Vietnam's tuna exports reached nearly 80 million USD in March 2026, recovering strongly from 53 million USD in February, but still down 11% compared to the same period in 2025. In total, tuna exports in the first quarter of 2026 reached 208 million USD, down 4% year-on-year.

This development indicates that tuna exports are showing signs of month-on-month recovery, although demand across major markets remains unstable. In terms of product structure, HS code 03 of tuna products continued to dominate with export value reaching 119 million USD, up slightly by 1%. Notably, canned tuna exports also recorded a modest 1% increase, while other processed tuna products declined sharply by 34%. Meanwhile, fresh/frozen/dried tuna products excluding HS code 0304 dropped significantly by 43%.

TUNA NEWS

TRADITIONAL MARKETS

The United States remained Vietnam's largest tuna import market, with export turnover reaching 74 million USD in the first quarter of 2026, accounting for nearly 36% of total tuna exports. However, exports to this market declined by 12% compared to the same period last year.

Meanwhile, exports to **the EU** also decreased by 8%, totaling more than 47 million USD. Within the bloc, exports to **the Netherlands** fell by 11%, while **Germany** recorded a slight increase of 8%.

These developments indicate that demand in traditional markets remains sluggish, continuing to put pressure on Vietnam's tuna exports during the early months of the year.

OTHER MARKETS

In contrast, exports to several other markets recorded positive growth. Specifically, exports to **Russia** reached nearly 14 million USD, up 44%; **Israel** reached nearly 10 million USD, up 33%; **Egypt** reached 6 million USD, up 65%; **Mexico** reached 5 million USD, up 26%; and **the Philippines** reached 5 million USD, up 13%. Notably, exports to the **Middle East market bloc** reached nearly 22 million USD in the first quarter, increasing by 11% compared to the same period last year.

These markets are becoming important growth drivers, helping to partially offset the decline in exports to the US and EU markets.



TUNA NEWS

ISRAEL MARKETS

After a sharp decline in 2025, Vietnam's tuna exports to Israel are showing positive recovery signs in the early months of 2026. According to Vietnam Customs data, export turnover to this market increased steadily month by month during the first quarter of 2026, reaching nearly 10 million USD, up 33% compared to the same period in 2025.

However, compared to the first quarter of 2024, export value remains significantly lower, indicating that the current recovery is still at an early stage following the strong market correction seen last year.



Israel currently remains Vietnam's largest tuna import market in the Middle East. At the same time, it is also among Vietnam's key tuna import markets globally, highlighting not only strong demand for mainstream products but also relatively diversified consumption across different market segments.



HUY HOANG
GLOBAL FOOD

SURIMI NEWS

In the first three months of 2026, Vietnam's fish cake and surimi exports reached 63 million USD, down 5% compared to the same period last year.



SOUTH KOREAN, THAI AND JAPANESE MARKETS

According to Vietnam Customs data, **South Korea** continued to be the largest import market for Vietnam's fish cake and surimi in the first quarter of 2026. However, exports to this market declined by 21% compared to the same period in 2025.

Exports to **Thailand** and **Japan** also recorded decreases of 8% and 6%, respectively.

CHINESE AND OTHER MARKETS

China has emerged as the brightest spot in the first three months of this year. Exports of fish cake and surimi to this market increased by 17% compared to the same period last year. At the same time, several other markets also recorded strong growth, including **Taiwan** with a 92% increase, **the United States** up 62%, **Lithuania** up 28%, **Malaysia** up 27%, and **France** surging by 183%, although export scale to these markets remains relatively modest.



HUY HOANG
GLOBAL FOOD

GOOD ITEMS FOR SALES



FROZEN PANGASIUS FILLET WELL-TRIMMED

- Boneless, Skinless, Red Meat Off, Fat Off, Belly Off, STPP EU treatment
- 80% net weight, 20% glazing
- Size (grs/pc): 170/220; 220 up
- Packing: IQF, Bulk bag 10kg/ carton

FROZEN LAYANG SCAD WHOLE ROUND

- Whole round, Chemical-free
- 90% Net Weight, 10% Glazing
- Size (pcs/kg): 8/10
- Packing: IQF, Bulk bag 10kg/ carton



FROZEN RED PACU WHOLE ROUND

- Whole round, Chemical-free
- 90% Net Weight, 10% Glazing
- Size (gr/pc): 300-500; 500-800; 800 up
- Packing: IQF, Bulk, 10kg master carton

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

ROZEN 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, 2kg printed box



FROZEN FROG LEGS

- (HOPLOBATRACHUS RUGULOSUS)
- Classic Style, Skinless, No blood, Saddle bone on 1.5-2.5cm, Belly on
- 80% NW, 20% Glazing
- Size (pcs/lb): 8/12, 13/15, 16/20
- Packing: IQF, 1kg per bag x 10/ctn



MORE INFORMATION ABOUT US



Phone :

+84 2 866 866 865



Address :

Ho Chi Minh City, Vietnam



Website :

huyhoangseafood.com.vn



Address :

sales@huyhoangseafood.com.vn



THANK YOU