



BREAKING NEWS

VIETNAMESE SEAFOOD





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GLOBAL FOOD

PANGASIOUS NEWS

OVERVIEW



JUNE 2026 TURNOVER

205 USD M

▲ +5% vs June 2025

CUMULATIVE H1 2026

1.1 USD B

▲ +12% Year-on-Year

Vietnam's pangasius exports maintained positive growth in the first half of 2026. In June alone, export turnover reached USD 205 million, up 5% compared to the same period in 2025. Cumulative exports for the first six months totaled USD 1.1 billion, representing a 12% year-on-year increase.

The industry's growth was primarily driven by China and CPTPP member markets, while traditional destinations such as the United States and Brazil continued to experience declining exports. In terms of product structure, frozen pangasius fillets remained the dominant export category, whereas value-added products still accounted for only a small share.



PANGASIOUS NEWS

CHINESE MARKET

China remained Vietnam's largest pangasius export market during the first half of 2026. Exports reached USD 53 million in June, up 5% year-on-year. Total exports for the first six months amounted to USD 299 million, an impressive 35% increase compared to the same period last year, accounting for approximately 27% of Vietnam's total pangasius export value.

The strong performance highlights China's stable demand and its continued role as the key driver of the industry's overall growth. However, the increasing reliance on a single market also emphasizes the importance of further market diversification.

US MARKET

Exports to the United States have yet to show signs of a meaningful recovery. In June, export value totaled USD 30 million, down 10% from the previous year. During the first half of 2026, exports reached USD 167 million, a 5% decline year-on-year, representing 15% of Vietnam's total pangasius exports.

The decline reflects ongoing challenges related to consumer demand, competitive pressure, and trade barriers in the US market.

PANGASIUS NEWS

BRAZILIAN MARKET

Brazil continued to experience weaker import demand in the first half of 2026. June exports totaled USD 14 million, down 12% year-on-year. Cumulative exports reached USD 88 million, decreasing 6% and accounting for approximately 8% of total export turnover.

Although Brazil remains an important market in South America, export performance has yet to recover.

CPTPP MARKETS

Exports to CPTPP member countries continued to perform well, generating USD 196 million during the first six months of 2026, up 15% compared to the same period last year and accounting for 18% of total export value.

Mexico remained the largest market within the bloc, with exports reaching USD 43 million, up 28%. The United Kingdom recorded USD 36 million, increasing 22%, while Japan achieved USD 26 million, up 19%. The positive results demonstrate the continued benefits of free trade agreements in supporting Vietnam's pangasius exports.





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PANGASIOUS NEWS

EU MARKET

Pangasius exports to the European Union reached USD 91 million in the first half of 2026, representing a modest 3% increase year-on-year. However, June exports surged to USD 20 million, up 56%, indicating a notable recovery in import demand toward the end of the second quarter.

The Netherlands remained the largest destination within the EU, with export value reaching nearly USD 24 million, despite a 4% decline. Germany ranked second at USD 17 million, posting 5% growth. Other markets including Spain, Poland, Greece, Romania, Hungary, and Ireland also recorded strong growth, while Finland and Malta achieved triple-digit increases. These results suggest that Vietnamese pangasius is gradually expanding its presence across more EU markets.

At the same time, the ongoing shortage of whitefish supply in Europe presents additional opportunities for Vietnamese pangasius. Nevertheless, exporters continue to face increasing competition from other seafood suppliers.

PANGASIOUS NEWS

PRODUCT STRUCTURE

Frozen products under HSO3 continued to dominate Vietnam's pangasius exports. Export turnover for this category reached approximately USD 1.09 billion, increasing 12% year-on-year and accounting for 98% of total export value.

Among them, frozen pangasius fillets remained the leading product, generating USD 919 million, up 15% compared to the first half of 2025.

In contrast, value-added products under HS16 generated only USD 21 million, down 15%, representing just 2% of total exports. This indicates that Vietnam's pangasius industry still relies heavily on primary processed products and has significant room to expand higher-value product segments.

Within the EU market, frozen pangasius fillets accounted for approximately 92% of total export value, while whole fish and cut products represented around 6%, and value-added products made up only 2%.

 **Vietnam's pangasius export performance in the first half of 2026 reflected mixed trends across major markets. China and CPTPP member countries continued to drive overall growth thanks to stable demand and the advantages provided by free trade agreements. Meanwhile, exports to the United States and Brazil remained under pressure and have yet to recover.**

From a product perspective, frozen pangasius fillets continued to dominate the export portfolio. However, the relatively small share of value-added products highlights substantial opportunities for the industry to diversify its product range, increase export value, and support more sustainable long-term growth.



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SHRIMP NEWS



OVERVIEW

In June 2026, Vietnam's shrimp exports reached approximately \$458 million, a 24% increase compared to the same period in 2025. The cumulative export value for the first six months of the year stood at \$2.35 billion, up 14.2%. These positive results were driven primarily by the Chinese market and strong growth in lobster exports, even as businesses faced significant pressure from US tariffs and logistics costs.

China and Hong Kong remained key growth drivers, with exports reaching approximately \$845 million in the first half of the year—a 44% increase—accounting for 36% of total shrimp export value. Exports to China alone reached nearly \$809 million, up 47%. Exports to Japan, South Korea, and Australia maintained growth, reaching approximately \$271 million, \$169 million, and \$126 million, respectively. Meanwhile, exports to the EU saw only a modest 2% increase. Notably, shrimp exports to the US in June reached approximately \$62 million, up 32%. However, the cumulative figure for the first six months still declined by 15%, falling to around \$290 million.

The increase observed in June partly reflects a trend among businesses and importers to accelerate shipments ahead of unpredictable tariff changes; consequently, this recovery remains short-lived.

In addition to tariff pressures, logistics costs are directly impacting the production, business operations, and exports of shrimp companies. Costs for ocean freight, refrigerated containers, fuel, storage, and insurance have all risen, while shipping schedules and booking availability remain unstable. For the shrimp industry—which relies heavily on cold chain logistics—rising transportation costs erode competitiveness and squeeze profit margins, particularly for minimally processed, low-value-added products.



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SHRIMP NEWS

CHINESE MARKET



China continued to ramp up shrimp imports in 2026. In May alone, the country imported 85,458 tonnes of shrimp, a 15% increase year-on-year. Cumulative import volume for the first five months reached 429,077 tonnes (up 25%), while the value hit US\$2.207 billion (up 21%).

Ecuador remained the largest supplier, shipping 328,740 tonnes over the five-month period—a 29% increase—and driving the bulk of China's import growth. In May specifically, Ecuador exported 65,423 tonnes to China, up 26% year-on-year.

India ranked second with 62,100 tonnes, marking a 31% increase for the first five months, despite a 12% drop in exports during May alone. Thailand exported 10,145 tonnes (up 10%) and Indonesia reached 5,868 tonnes (up 28%), while Argentina supplied 8,165 tonnes (down 15% year-on-year).

The data indicates that China's demand for shrimp imports remains high, particularly for supplies from Ecuador. However, the fact that value growth lagged behind volume growth suggests shifts in the product mix and average import prices compared to the previous year.



SHRIMP NEWS

US MARKET

The U.S. Department of Agriculture (USDA) plans to add U.S.-harvested wild-caught shrimp—specifically peeled and deveined products—to the Emergency Food Assistance Program (TEFAP) food list for fiscal year 2027. According to IntraFish and SeafoodSource, initial deliveries could begin in January 2027.

The USDA stated that adding this item would expand the supply of protein-rich foods available to low-income communities served by TEFAP while also creating an additional market outlet for the domestic wild-caught shrimp industry.

TEFAP is a USDA program that provides U.S.-produced food to low-income households through state agencies, food banks, community kitchens, and local assistance organizations. Through this program, the USDA purchases food from domestic producers and distributes it to assistance providers, thereby helping to ensure nutritional security while supporting the U.S. agricultural and food production sectors.

The Southern Shrimp Alliance (SSA) welcomed this decision, describing it as a solution that offers dual benefits: utilizing the federal budget to purchase products from the domestic wild-caught shrimp industry while simultaneously providing individuals in need with access to additional nutritious food.





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SHRIMP NEWS



CANADIAN MARKET

Canadian lobster exports saw a strong seasonal surge in May 2026 but remained below the level of the same period last year, amidst mounting competitive pressure in key markets, particularly China.

According to Canadian trade data, exports of **Homarus americanus** (American lobster) in May 2026 totaled 8,629 tonnes, a 9.3% decrease compared to May 2025. Although export volumes rose significantly compared to the early months of the year, cumulative exports for the year-to-date remained lower than those of the same period the previous year.

Live lobster accounted for approximately two-thirds of the total export volume. The United States remained the largest market, absorbing 61% of Canada's live lobster exports, followed by China (16%) and the EU/UK (approximately 13%). This distribution highlights the Canadian lobster industry's continued heavy reliance on a few key markets.

In China, the market position of Canadian lobster has notably declined. In 2025, Canadian lobster exports to China fell from 26,920 tonnes in 2024 to 15,355 tonnes, while Vietnam emerged as the leading supplier with 24,067 tonnes.

From March 1, 2024, through December 31, 2026, China is suspending the imposition of an additional 25% tariff on Canadian lobster and certain other seafood products. However, data from May indicates that regaining market share in China may take more time, particularly given the intensifying competition from Vietnam, Australia, the United States, and other suppliers.



SHRIMP NEWS



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RAW MATERIAL SITUATION

Shrimp are prone to disease when pond conditions fluctuate or their immune systems are compromised. Early identification of high-risk periods and proactive management of environmental factors can help farmers minimize losses, maintain growth rates, and improve the overall success of the crop.

The first critical period to monitor is after heavy rainfall. Rainwater can cause sudden drops in pH and alkalinity, lead to water stratification and reduced dissolved oxygen levels, and induce stress, making shrimp susceptible to disease.

Risk also increases during the molting phase. When the new shell is still soft, the shrimp's immunity is lowered, leaving them vulnerable to bacterial infection. Farmers should maintain a stable environment and supplement with appropriate minerals to support the shell-formation process.

Additionally, sudden weather changes—particularly prolonged heat followed by unexpected rain—can cause rapid fluctuations in pond temperature, pH, and oxygen levels, stressing the shrimp.

A polluted pond bottom also increases the risk of disease. The accumulation of organic sludge, elevated levels of toxic gases such as NH_3 , NO_2 , and H_2S , or the presence of foul odors in the water can cause shrimp to reduce their feed intake, grow slowly, and become weakened.

To mitigate risk, farmers need to regularly monitor water quality, maintain stable dissolved oxygen levels, manage feed intake appropriately, keep the pond bottom clean, and provide mineral and nutritional supplements at the right times. Proactive disease prevention is always more effective and cost-efficient than treating an outbreak after it has occurred.



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TUNA NEWS

OVERVIEW

According to Vietnam Customs data, Vietnam's tuna exports reached nearly 88 million USD in June 2026, up 31% compared to the same month last year. This marked the strongest monthly growth since the beginning of the year, following four consecutive months of declining exports from February through May.

Driven by this rebound, export turnover in the first half of 2026 reached 455 million USD, narrowing the year-on-year decline to just 1.6% compared to the same period in 2025. However, the recovery has not been broad-based. **The United States** remained the largest market, with exports totaling 176 million USD, accounting for 39% of total export value, despite a 2% decline. Exports to **the EU** reached nearly 88 million USD, down 18%.

In contrast, several markets played an increasingly important role in supporting export growth. Shipments to **Russia** surged by 83%, while exports to **the Philippines** rose by 31%, **Egypt** by 29%, and **Israel** by 17%. Exports to **CPTPP markets** increased by 6%, and shipments to **the Middle East** grew by 12%.



TUNA NEWS

US MARKET

Monthly export performance indicates that the market remains volatile. Exports declined continuously during the first five months of the year before surging by nearly 100% in June, reaching almost 35.9 million USD. A significant part of this increase was driven by importers accelerating shipments to mitigate potential policy-related risks.

Frozen tuna loins, fillets, steaks, and meat under HSO304 remain Vietnam's core export products to the U.S. market, generating nearly 101 million USD in the first half of 2026 and declining by only 2% year-on-year. However, if tariffs increase, this product group is also likely to face the greatest pressure, as buyers can more easily compare total sourcing costs across competing suppliers.

In the frozen cooked tuna loin segment under HS16, Vietnam has already been at a price disadvantage. During the first quarter of 2026, U.S. imports of frozen cooked tuna loins increased overall, but purchases from Vietnam fell by 34%, while imports from Thailand surged by 57%.





TUNA NEWS



EU MARKET

Tuna exports to the EU fell by 18% in the first half of 2026, with shipments in June alone declining by a further 13%.

Beyond weaker demand and intensifying price competition, imports into the EU have also been affected by the rollout of the CATCH system. Technical issues, the large volume of data to be processed, and inconsistent document handling across EU member states have resulted in customs clearance delays for some shipments.

For tuna products, documentation is often more complex, involving multiple fishing vessels, various raw material sources, and different processing stages. As a result, even a minor discrepancy or missing detail can delay the clearance of an entire shipment.

Vietnam continues to benefit from the EU–Vietnam Free Trade Agreement (EVFTA). However, these tariff advantages may become less significant as other Asian suppliers gradually secure similar preferential access. In the long run, competition will increasingly depend on fundamental factors such as cost competitiveness, raw material availability, traceability, and the reliability of supply and delivery.

SURIMI NEWS

OVERVIEW

Performance in the first half of 2026 suggests that Vietnam's surimi exports have not yet entered a strong growth cycle, but they are no longer experiencing a sharp downturn. Exports declined continuously from February through May, although the pace of contraction gradually slowed. In June, however, export value rebounded by 23% to 30 million USD, marking the most encouraging performance since the beginning of the year.

US MARKET

Although the United States is not yet a major market for Vietnam's fish cake and surimi exports, developments in June were particularly noteworthy. Export value to the U.S. reached 1.57 million USD, surging by nearly 150% compared to the same period last year. This sharp increase may partly reflect importers accelerating shipments ahead of the potential implementation of new tariff measures, including additional duties under Section 301. These tariffs are scheduled to take effect at 12:01 a.m. Eastern Time on 24 July. Vietnam is among the countries subject to a 12.5% tariff rate, alongside major suppliers such as China, Thailand, Chile, and Norway.





SURIMI NEWS

OTHER MARKETS

South Korea remained the largest market, with exports reaching nearly 33.9 million USD, accounting for almost 23% of Vietnam's total surimi export turnover, although shipments declined by 12%. **Thailand** followed closely with 33.7 million USD, down slightly by 1%. Together, these two markets represented nearly half of total exports, but neither has yet generated sufficiently strong growth momentum.

In contrast, exports to **China** reached 23 million USD, up 12%, while shipments to Japan totaled 16 million USD, increasing by 10%. **Malaysia** recorded particularly strong growth, rising nearly 50% to 7 million USD, and exports to **Taiwan** increased by 28%. Exports to **the EU** reached nearly 12 million USD, up only 1%.



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GOOD ITEMS FOR SALES

01

FROZEN PANGASIOUS FILLET UNTRIMMED

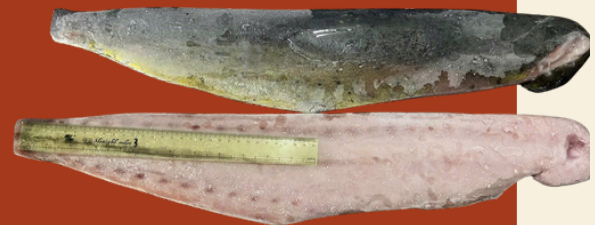
- Pangasius Hypophthalmus
- Boneless, Skinless, Red meat on, Belly on, Fat on, STPP treatment
- 70% Net Weight, 30% Glazing
- Size (grs/pc): 120/170; 170/220; 220 up
- Packing: IQF, 1kg plain bag x 10/ carton



02

FROZEN MAHI MAHI FILLET

- Coryphaena hippurus
- Skinless, Boneless, No chemical
- 80% Net Weight, 20% Glazing
- Size (lbs/pc): 1/3; 3/5
- Packing: IQF, IWP, Bulk Pack 25kgs/ctn



03

FROZEN YELLOW/FIN TUNA CUBES

- Thunnus Albacares
- Skinless, Boneless, CO Treated
- 100% Net Weight
- Size: 2x2x2cm
- Packing: IQF, PA bag x 1kg VP/ 10kg carton





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GOOD ITEMS FOR SALES

04

FROZEN COOKED VANNAMEI PDTO

- (Litopenaeus vannamei)
- Headless, Shell OFF, Tail ON, STPP Treatment
- 100% Net Weight
- Packing: IQF, 1kg/ PE bag with rider, 10kg/ carton
- Size: 31/40, 41/50, 51/60 pcs/lb



05

FROZEN RAW/ VANNAMEI SHRIMP HLSO-EZP

- Litopenaeus vannamei
- Headless, Shell On, Easy Peel, STPP Treatment as EU's standards
- 75% Net Weight, 25% Glazing
- Frozen Count/ Frozen Weight
- Size (pcs/lb): 16/20
- Packing: IQF, 1kg plain bag x 10kg/carton



06

FROZEN CUT BABY OCTOPUS

- Octopus membranaceus
- 100% Net Weight, No Chemical
- Size (grs/pc): 50-80; 80-120, 120-160
- Packing: Block, 1kg/ Block x 5/ carton





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