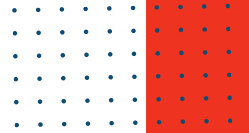




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GLOBAL FOOD



BREAKING NEWS

**VIETNAMESE
SEAFOOD**



DECEMBER 2025

SOURCE:
VASEP

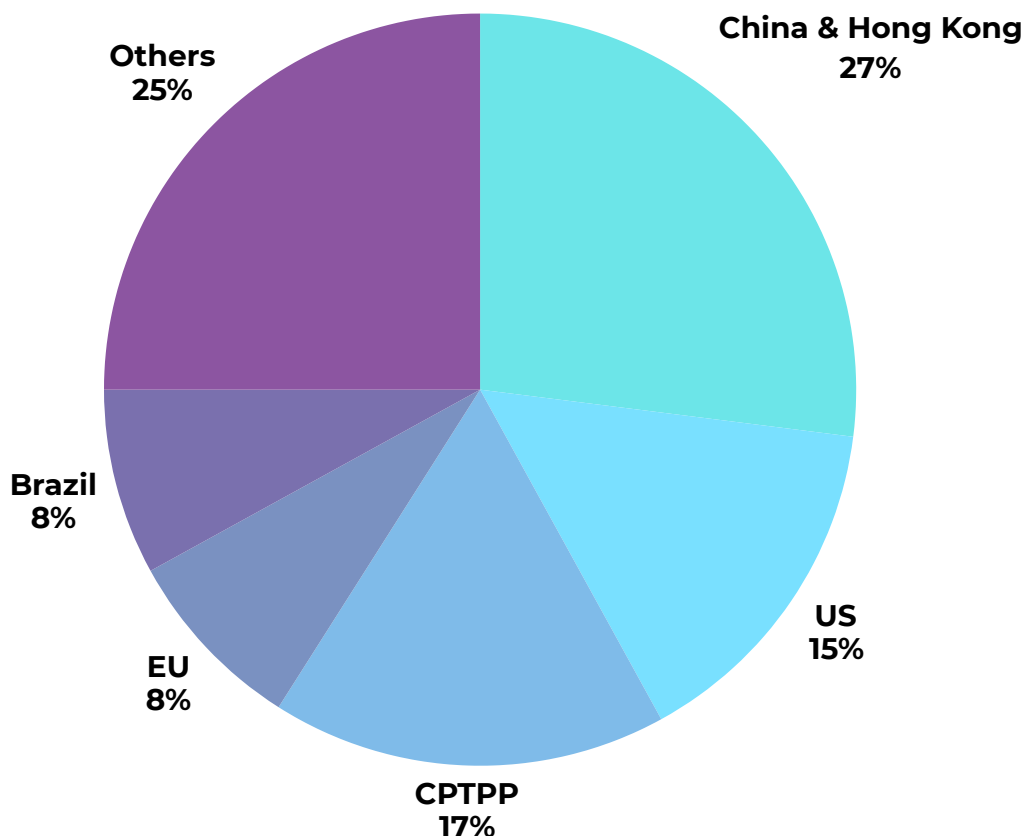
PROPOSAL BY:
HGF'S TEAM

PANGASIOUS NEWS

OVERVIEW

As of the end of November 2025, Vietnam's total pangasius export turnover exceeded USD 2 billion, representing a 9% increase compared to the same period in 2024. In November, pangasius exports reached USD 195 million, up 9% year on year, indicating a steady recovery trend for the industry in the final months of the year.

**VIETNAMESE PANGASIOUS EXPORTS
BY MARKET (JAN-NOV 2025)**



PANGASIOUS NEWS

→ CHINESE MARKET

As of the end of November 2025, Vietnam's total pangasius export turnover exceeded USD 2 billion, up 9% compared to the same period in 2024. In November alone, exports reached USD 195 million, also increasing by 9% year on year, indicating stable demand and a positive recovery trend for the industry in the final months of the year.



→ US MARKET

Pangasius exports to the US continued to record a 9% growth during the first 11 months of 2025, with export value reaching USD 195 million in November. However, the outlook for this market remains challenging due to tariff pressures and intensifying competition.

PANGASIOUS NEWS

EU MARKET

Pangasius exports to the EU reached USD 12 million in November, down 25% year on year, mainly driven by declines in major markets such as the Netherlands (down 18%) and Germany (down 20%). Nevertheless, several other EU markets posted slight growth, indicating potential for recovery and further expansion within the bloc.



CPTPP MARKETS

UK Market: Export value reached USD 5 million in November, down slightly by 4%. However, the slowdown in decline signals early signs of recovery.

Mexican Market: Continued to be a bright spot, with export value rising sharply to USD 8 million, up 50%.

Japanese and Malaysian Markets: Maintained stable growth, both increasing by 2%.



PANGASIOUS NEWS

→ OTHER MARKETS

- Brazilian Market: Export value reached USD 15 million, up 13% year on year.
- Thai, Egyptian and Russian Market: During the first 11 months of 2025, export value to these markets increased by 24%, 33%, and 45%, respectively. Despite strong growth rates, their shares in total pangasius exports remain relatively small.



Entering 2026, the 20% retaliatory tariff in the U.S. market is expected to continue negatively affecting the competitiveness of Vietnamese pangasius. In response, exporters need to further diversify export markets, expand product segments, particularly value-added and processed products and strengthen their presence in high-potential markets. At the same time, obtaining international and sustainability certifications will be increasingly important to enhance brand value and maintain competitive advantages amid intensifying price competition.



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PANGASIOUS NEWS



RAW MATERIAL SITUATION

During the recent flood season, pangasius farming in Dong Thap Province experienced significant growth and achieved high efficiency. Favorable natural conditions helped pangasius grow faster with lower disease incidence, while farm-gate prices ranged from 30,000 to 32,000 VND/kg, up more than 10% compared to the same period last year.

At this price level, farmers earned a profit of approximately 10,000 VND/kg, boosting their income and confidence. Many ponds are currently in the harvest season to supply raw materials for export processing companies.

Dong Thap Province currently maintains around 2,500 hectares of pangasius farming area, mainly along the Tien River, accounting for approximately 35% of Vietnam's total pangasius output. The province aims to develop the pangasius sector sustainably, with an estimated annual production of over 555,000 tons, ensuring a stable raw material supply for export in the coming period.





SHRIMP NEWS

→ OVERVIEW

SHRIMP EXPORTS IN THE FIRST 11 MONTHS: CONSOLIDATING MARKETS AND MAINTAINING GROWTH MOMENTUM DESPITE FACING NUMEROUS TRADE PRESSURES.

According to Vietnam Customs data, from the beginning of the year to the end of November, shrimp exports reached US\$4.3 billion, a 21% increase compared to the same period last year, continuing to play a key role as the main growth driver for the entire fisheries sector. In November alone, export value reached US\$393 million, a 14% increase.

In the first 11 months of the year, vannamei shrimp continued to dominate with \$2.8 billion, equivalent to 64.8% of the total export value. Black tiger shrimp reached \$426 million, an increase of 4%, mainly due to stable contributions from Asian markets and partly from the EU.





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SHRIMP NEWS



OVERVIEW

TOP 4 VIETNAMESE SHRIMP IMPORT MARKETS, FROM JANUARY TO NOVEMBER



CHINA & HONGKONG

\$1.2 billion, up 59%



USA

\$754 million, up 7%



EU

\$540 million, up 21%



JAPAN

\$535 million, up 13%

SHRIMP NEWS

→ CHINESE MARKET



China and Hong Kong remain the leading markets with \$1.2 billion, accounting for over 28% of Vietnam's total shrimp export value and increasing by 59% compared to the same period last year. Although the value in November reached \$108 million, down from October, it still increased by nearly 27% compared to the same period last year, reflecting the stable demand of this market for live, fresh, and frozen shrimp products.

China continues to be the fastest-growing market for Vietnamese shrimp in 2025. Not only does it lead in export value, but this market also particularly favors live, fresh products, primarily lobster, with export value recording triple-digit growth. Processed vannamei shrimp exports also saw strong growth, reflecting a shift in consumer preferences in major cities.



China is seen as a crucial but volatile engine of growth. Demand in China is expected to remain high in Q4 2025 and early 2026 due to the holiday season and Lunar New Year, but the pace may slow down after the peak.

SHRIMP NEWS

→ THE US MARKET

Shrimp exports reached \$754 million, a 7% increase over 11 months, although November only brought in \$52 million, a 7% decrease due to the impact of US trade protection measures. The slowdown in exports in the final months of the year was a consequence of businesses accelerating shipments in August and September after the US announced high preliminary anti-dumping duties (POR19). Nevertheless, demand remains positive, especially for value-added products, which is a strength of Vietnam.



With export figures exceeding US\$4.3 billion in the first 11 months, Vietnam's shrimp exports are expected to reach US\$4.5–4.6 billion in 2025, the highest level ever. This high growth rate reflects the processing capacity, product diversification capabilities, and flexibility of businesses in the context of volatile global trade.

SHRIMP NEWS

→ THE EU MARKET

The EU market also saw a significant recovery. Export value for the first 11 months reached US\$540 million, a 21% increase, with strong growth in Germany, Belgium, and the Netherlands. Import demand in this region was driven by shortages of tiger prawns from India and Indonesia at certain times, as well as a shift towards sustainably certified processed products.



→ The CPTPP BLOC

The CPTPP bloc continues to be a region of positive growth, reaching US\$1.2 billion in 11 months, a 32% increase. Within this market group, Japan maintains its important position with a value of US\$535 million, a 13% increase, and notably, processed shrimp products for the retail channel have seen a significant increase. Australia, the UK, and Canada also maintain stable growth, contributing to strengthening the prospects of the CPTPP region during a period of significant volatility in the US and EU markets.



SHRIMP NEWS

➔ RAW MATERIAL SITUATION

CA MAU: SHRIMP PRODUCTION REACHES NEARLY 600,000 TONS, EXCEEDING THE 2025 PLAN.

Shrimp production in 2025 exceeded the target, reaching nearly 595,000 tons, helping Ca Mau continue to lead the country in shrimp farming and become a bright spot in the province's overall growth picture of the fisheries sector.

According to the report of the Provincial People's Council, the total aquatic product output in 2025 reached over 1.26 million tons, completing 100.4% of the plan. Shrimp production alone reached 594,851 tons, exceeding the target and increasing by 5.2% compared to 2024, continuing to be the key product group contributing the most to the local economy.



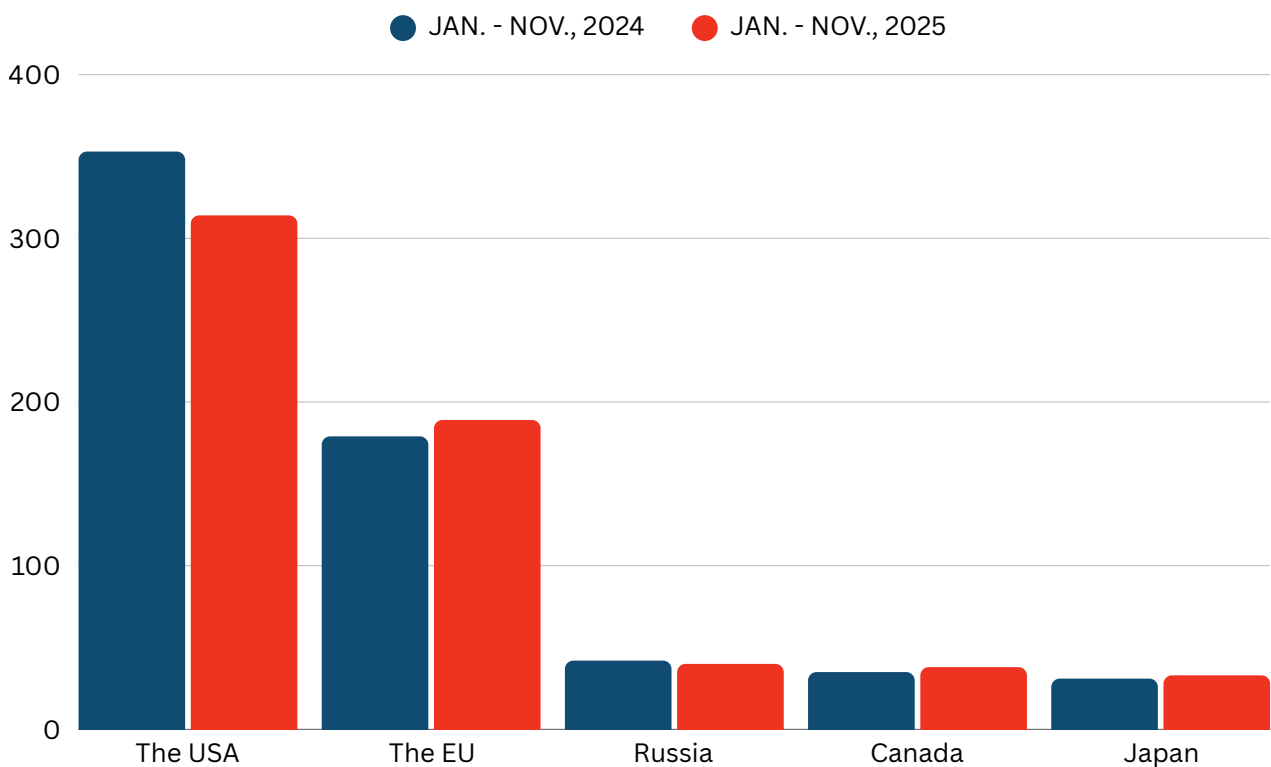
TUNA NEWS

OVERVIEW

Vietnam's tuna exports from January to November 2025 reached \$856 million, a decrease of 5%, but still covered more than 110 markets.



TOP 5 VIETNAMESE TUNA IMPORT MARKETS



TUNA NEWS

→ NETHERLANDS MARKET



Over the past three years, the Netherlands market has seen a significant increase in tuna imports, reflecting a strong recovery in seafood demand in a country considered a crucial gateway to Europe. According to statistics from the International Trade Centre (ITC), the Netherlands tuna imports in the first eight months of 2025 increased by 24% year-on-year, indicating continued expansion in import demand.

Against this backdrop, many Vietnamese businesses have maintained stable exports to this market in recent years, contributing to preserving Vietnam's image on the map of tuna supply to the EU. However, the reality shows that Vietnam's tuna exports to the Netherlands have not achieved the expected growth rate.



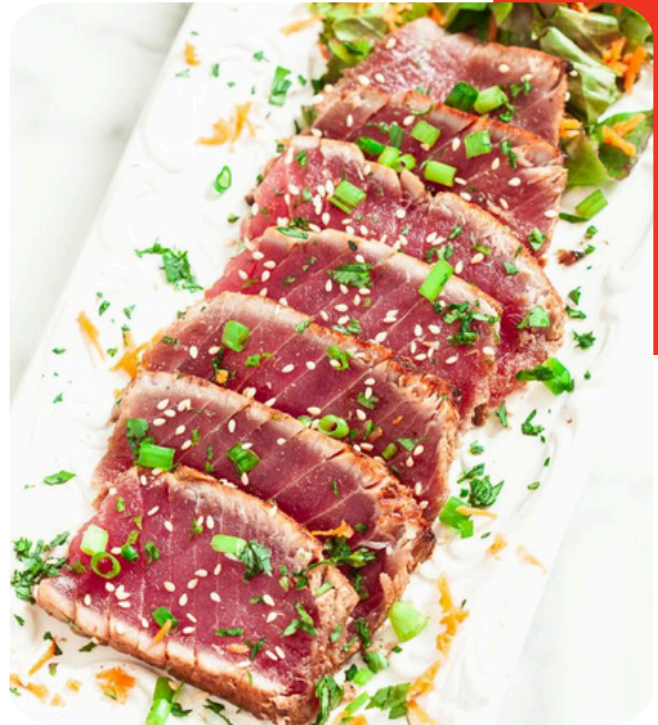
Currently, demand for frozen tuna loins, yellowfin tuna, and fillet products is increasing in the Netherlands. This is a segment in which Vietnam has long-standing strengths, particularly in deep processing capabilities, consistent quality assurance, and the ability to fulfill large-volume orders.

TUNA NEWS

→ SWEDEN MARKET

According to statistics from Vietnam Customs, Vietnam's tuna exports to the Swedish market have been steadily increasing over the past five years. Export turnover rose from USD 2.5 million in 2019 to nearly USD 4.7 million in the first 10 months of 2025, almost doubling.

Vietnam's exports to Sweden mainly consist of frozen tuna meat/loins under HS code 0304, accounting for more than 74% of total export value in the first 10 months of 2025. The remainder comprises canned tuna products.



Despite facing numerous barriers, the Swedish market is not completely closed to Vietnamese tuna. Real opportunities are emerging in the value-added product segment, positioned in the mid- to high-end market, rather than in the supply of raw materials.

Several product lines are considered well aligned with current consumer trends in Sweden, including:

- Portion-cut frozen tuna loins (such as saku, cubes, etc.)
- Tuna fillets for the retail channel
- Convenience, ready-to-eat products such as seasoned tuna, tuna for salads or poke bowls, and other product lines that fit healthy-eating trends.

GOOD ITEMS FOR SALES



01

FROZEN WELL-TRIMMED PANGASIU FILLET

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



02

FROZEN PANGASIU HGT

- Head Off, Gutted, Tail Off, Bone In, Skin On, Chemical-free
- 80% Net Weight, 20% Glazing
- Size (grs/pc): 800 up
- Packing: IQF, Bulk bag 10kg/ carton



03

FROZEN SKIPJACK TUNA WHOLE ROUND

- Whole Round, Chemical-free
- 100% Net Weight
- Size (kgs/pc): 2 up
- Packing: 20kg/ BP bag

GOOD ITEMS FOR SALES



04

FROZEN COOKED BLACK TIGER SHRIMP PD

- Cooked, Headless, Shell-less, Tail Off, Pin deveined, STPP EU treatment
- 80% net weight, 20% glazing
- Frozen count, frozen weight
- Size (pcs/lb): 16/20; 21/26
- Packing: IQF, 1kg Pe bag, 10xcarton



05

FROZEN COOKED VANNAMEI HOSO

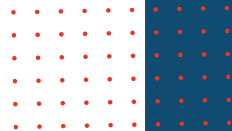
- Cooked, Head On, Shell On, Chemical-free
- 80% Net Weight, 20% Glazing
- Frozen count, frozen weight
- Size (pcs/kg): 26/30; 31/40
- Packing: Semi-IQF, 1kg plain bag x 10kg/carton



06

FROZEN BABY OCTOPUS WHOLE CLEANED

- Skin On, Beak Off, Eyes Off, Gutted, No Chemical
- 65% Net Weight, 35% Glazing
- Size (pcs/kg): 16/25; 20/40; 40/60; 60 up
- Packing: Block, 1kg block x 6kg/ carton



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Thank You



**For more information,
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