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Breaking News

VIETNAMESE SEAFOODS





2026

Source:
Vasep

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PANGASIUS NEWS

OVERVIEW

In October 2026 alone, Vietnam's pangasius exports reached USD 231.68 million, up 6.7% year-on-year. Cumulatively from January 1 to October 31, 2026, Vietnam's pangasius exports reached USD 1.96 billion (USD 1,964.28 million), recording a growth of 10.0% compared to the same period in 2025. This commodity currently contributes 18.9% to the country's total seafood export value of USD 10.41 billion.

The live, fresh, frozen, and dried pangasius group (under HS code 03) continues to account for an overwhelming share of up to 98.1% of total turnover, reaching USD 1.93 billion (USD 1,927.15 million, up 10.6%). The primary contributor within this group is the frozen fillet product line (HS0304), bringing in USD 1.62 billion (USD 1,616.68 million, up 12.7%), while fresh, frozen, and dried whole/chunk pangasius (HS03 excluding HS0304) reached USD 310.46 million (up 0.7%). In contrast, the value-added processed pangasius group (HS16) accounts for a small share of 1.9%, generating USD 37.13 million and showing a downward trend of 14.0% compared to the same period last year



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PANGASIUS NEWS

INDIAN MARKET

In the first nine months of 2026, Vietnam's pangasius exports to India reached USD 18 million, surging by 27% year-on-year—more than double the overall pangasius industry's growth rate. India currently ranks as Vietnam's 23rd-largest pangasius market, accounting for 1% of total export turnover. In September 2026 alone, exports to India reached USD 3 million (up 38% year-on-year), marking the highest monthly figure in the first nine months. Through the first 10 months of 2026, Vietnam's total seafood exports to India reached USD 23.51 million (up 35.0%), with October alone jumping 68.6% to USD 4.00 million



Growth momentum accelerated strongly from the second quarter. After dipping 12% in Q1 to USD 5 million, pangasius exports to India rebounded by 53% in Q2 (USD 6 million) and 45% in Q3 (USD 7 million), recording six consecutive months of growth from April to September. Among Asian markets, India's 27% growth outpaced Japan (up 20%), Singapore (up 15%), and Taiwan (up 5%), surpassing South Korea in import value (USD 7 million).

Regarding product structure, frozen pangasius fillets (HS0304) dominate with a 97% share, while frozen whole fish accounts for the remaining 3%. Value-added products (HS16) have not yet been recorded in this market. With a population of nearly 1.5 billion, India offers substantial room for market diversification, though exporters should closely monitor India's import policies and trade defense measures.

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AUSTRALIAN MARKET



According to trade data for the first eight months of 2026, Australia's total whitefish imports reached 6,891 tonnes, valued at USD 22.36 million, representing a 13% increase in both volume and value compared to the same period in 2025.

Vietnam remains Australia's largest whitefish supplier, providing 4,401 tonnes worth USD 12.88 million in the first eight months of 2026—up 5% in volume and 6% in value year-on-year—accounting for 63.9% of Australia's import volume and 57.6% of import value.

Frozen whitefish fillets (HS030462) led Australia's whitefish imports at 4,073 tonnes worth USD 12.02 million (up 1% in volume and 3% in value), while frozen whole/chunk pangasius and Alaska fish (HS030324) recorded strong growth of 63% in volume and 67% in value, reaching 331 tonnes worth USD 0.91 million.

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OTHER MARKETS

China & Hong Kong: In the first 10 months of 2026, exports to the China & Hong Kong bloc reached USD 570.55 million, up 21.4% year-on-year and accounting for 29.0% of total pangasius exports. Mainland China alone imported USD 544.52 million (up 22.5%, a 27.7% share); however, October shipments to China edged down 8.6% year-on-year to USD 64.33 million.

United States: The US remains the second-largest market with USD 249.32 million in the first 10 months (a 12.7% share), down 13.1% year-on-year. In October 2026, exports to the US reached USD 24.64 million, down 15.9% compared to October 2025.

Brazil & Other Bright Spots: Brazil firmly held its third-place position, reaching USD 166.80 million in the first 10 months (up 18.5%, an 8.5% share), with October exports surging 48.1% year-on-year to USD 22.62 million. Strong 10-month growth was also recorded in the CPTPP bloc (USD 332.67 million, up 11.3%), the EU (USD 167.01 million, up 13.7%), the UK (USD 64.40 million, up 32.3%), and Saudi Arabia (USD 50.12 million, up 62.6%).



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PANGASIUS NEWS

RAW MATERIAL SITUATION

Domestic pangasius raw material and fingerling prices in the Mekong Delta edged up in Week 45 (from November 7 to November 13, 2026), supported by steady factory procurement and tightening global wild-caught whitefish supply.

In Dong Thap province, commercial white-flesh pangasius (size 0.7 – 1.0 kg/pc) traded at 35,000 – 38,500 VND/kg, increasing by 500 VND/kg compared to the previous week. Meanwhile, pangasius fingerlings (size 30 – 35 pcs/kg) rose by 2,000 VND/kg to reach 54,000 – 62,000 VND/kg. In Can Tho City, active fingerling harvesting is also underway to supply commercial grow-out ponds across the Mekong Delta.

On the global whitefish market, wild-caught supply remains tight. Norway's 10-month frozen cod export volume fell by more than 30% to the lowest level since 1991, pushing frozen cod fillet prices to the EU up nearly 38% year-on-year in late October. Similarly, US processed Alaska pollock output declined by 13% as of October 31, with PBO fillets down 23.32% and surimi down 20%.

Overall, firming domestic raw material prices alongside high global cod and pollock prices continue to reinforce the competitive advantage of Vietnamese pangasius for year-end and early 2027 orders





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SHRIMP NEWS

OVERVIEW

Vietnam's shrimp exports reached USD 4.21 billion in the first 10 months of 2026, up 8.8% year-on-year, supported by positive contributions from China and several CPTPP markets. However, October's performance showed signs of weakening, particularly as exports to the United States continued to decline sharply amid mounting tariff pressures, intensifying international competition and rising production costs.

In the final two months of the year, import demand for the holiday and Lunar New Year seasons in Asian markets is expected to provide further support. Nevertheless, the growth outlook will largely depend on purchasing demand in China, developments in the US market and the ability to secure competitively priced raw materials. Exporters should prioritize order profitability, closely monitor applicable tariffs and coordinate with US importers on business planning. At the same time, controlling raw material costs, expanding value-added processing and diversifying export markets will be essential to mitigating risks and sustaining growth.

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SHRIMP NEWS

EU MARKET

According to updated data from Shrimp Insights, EU imports of raw frozen shrimp (HS 03061792) and processed shrimp (HS 160521, 160529) from countries in Asia, Latin America, and Africa reached 273,849 tonnes during the first eight months of 2026—a 6% decline compared to the same period in 2025. The value of these imports totaled EUR 1.66 billion, down 10%, indicating a sharper decline in value than in volume.

In August 2026 alone, the EU imported 40,426 tonnes of shrimp—a 1% increase compared to the same period—while the value fell by 1% to EUR 244 million. This marks a sign of improvement following several months of declining imports, most notably in May, when volume dropped by as much as 27%.

Import trends across different EU regions show a clear divergence. In August, Southern Europe imported 26,175 tonnes—a 12% increase year-on-year—following a 6% rise in July. In contrast, imports into Northwestern Europe fell by 15% to 13,069 tonnes, continuing a downward trend after a 26% decline the previous month. Eastern Europe also saw a 7% decrease, with imports totaling 1,183 tonnes.





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SHRIMP NEWS

US MARKET

Vietnamese shrimp exports to the U.S. during the first nine months of 2026 underwent significant adjustments, driven by trade policies, competition among various supply sources, and fluctuations in import costs. Nevertheless, demand for shrimp in the U.S. remains substantial, with positive indicators emerging within certain product categories. As the market undergoes a process of rebalancing, the ability to secure orders and tap into value-added segments will be critical for Vietnamese enterprises.

According to data from Vietnam Customs, shrimp exports to the U.S. reached USD 498.4 million in the first nine months of 2026—a 14.8% decline compared to the same period last year. Export performance varied notably across the quarters.

Following a 28.8% drop in the first quarter, export turnover improved in the second quarter, reaching USD 194.5 million—a decline of only 5.9%. Notably, June saw a 32.2% year-on-year increase. However, this recovery proved unstable; exports fell by 12.6% in August and 31.6% in September, bringing the third-quarter total to USD 208.1 million—a 14.6% decrease.



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SHRIMP NEWS

SOUTH KOREAN MARKET

According to Vietnam Customs data, shrimp exports to South Korea in the first nine months of 2026 accounted for approximately 7% of the country's total shrimp export turnover. In the third quarter alone, exports reached USD 93.6 million, an increase of 0.5%. Following a 14.6% decline in July, exports recovered in August and September, rising by 11.6% and 6.2%, respectively. Nevertheless, the growth rate over the three quarters remained quite low, indicating that the market has yet to see a significant breakthrough.

Vannamei shrimp continued to dominate, accounting for USD 217.6 million—or 82.9%—of total shrimp exports to South Korea, an increase of 0.7%. Notably, processed vannamei shrimp (HS16) reached USD 81.1 million, up 8.1%, while the fresh/frozen category (HS03) declined by 3.3%. Similarly, other types of processed shrimp saw a 16.1% increase, reaching USD 25.9 million.



According to data from Korea Customs, in the first nine months of 2026, South Korea imported 82,169 tonnes of shrimp, valued at USD 587.1 million—an increase of 2.0% in volume and 2.3% in value compared to the same period in 2025. Imports surged in January and February, followed by fluctuations in the subsequent months. In September alone, imports reached 10,018 tonnes, valued at USD 74.1 million; this represents a 2.3% decrease in volume but a 0.4% increase in value compared to the same period last year.

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TUNA NEWS

OVERVIEW

Major Import Markets for Vietnamese Tuna
(January 1 – October 31, 2026)

IMPORT MARKET	EXPORT VALUE
US	USD 316.110 million - **up 9,4%**
Russia	USD 48.090 million - **up 40,2%**
The Netherlands	USD 41.424 million - **up 3,3%**
Canada	USD 40.798 million - **up 19%**
Israel	USD 34.068 million - **up 12%**
Japan	USD 32.089 million - **up 6,8%**
The Philippines	USD 31.622 million - **up 75.3%**

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TUNA NEWS

US MARKET

The United States remained Vietnam's largest tuna export market in the first nine months of 2026, with export value increasing by 9% year-on-year. Demand for tuna products remains present; however, exporters are facing greater uncertainty surrounding tariffs, selling prices and logistics costs. Changes in trade policies may directly influence importers' purchasing decisions, particularly for processed tuna products. This requires Vietnamese exporters to adopt more flexible pricing strategies, product portfolios and contract negotiations to maintain their competitiveness in the market.

EU MARKET

The EU continued to show less favorable performance, with Vietnam's tuna exports to the bloc declining by 14% in the first nine months of the year. Across the wider market, EU imports of canned tuna fell by 14% in the first half of 2026, while imports of frozen cooked tuna loins decreased by 9% year-on-year. Following substantial import volumes in 2025, European importers are now adjusting inventory levels and becoming more cautious about purchasing prices.



This trend suggests that pressure in the EU market is not solely attributable to weaker demand, but also reflects importers' efforts to manage inventories and optimize costs. As price competition among suppliers intensifies, Vietnamese exporters need to strengthen their competitive advantages in product quality, supply reliability and compliance with traceability and legal fishing requirements to maintain their market positions.

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TUNA NEWS



JAPANESE MARKET

Japan's tuna market has recorded notable adjustments in its import structure. Demand for frozen whole tuna declined sharply in the first half of the year, although the total value of tuna imports continued to increase. This reflects differences in consumption trends across product segments and indicates that higher import values do not necessarily translate into higher import volumes.

For Vietnamese exporters, this is an important signal when developing market strategies. Closely monitoring demand across individual product categories will help businesses identify promising segments rather than focusing solely on overall export value growth.

OTHER MARKETS

Alongside traditional export destinations, Russia, the Philippines and Canada recorded relatively strong growth in Vietnamese tuna exports during the first nine months of 2026, helping support the sector's overall export performance.

Growth in these markets highlights opportunities for further expansion, particularly as demand in the United States and the EU continues to show mixed developments. Diversifying export destinations and customer bases will help Vietnamese exporters reduce their dependence on a limited number of key markets while spreading risks associated with changes in trade policies and international purchasing power.

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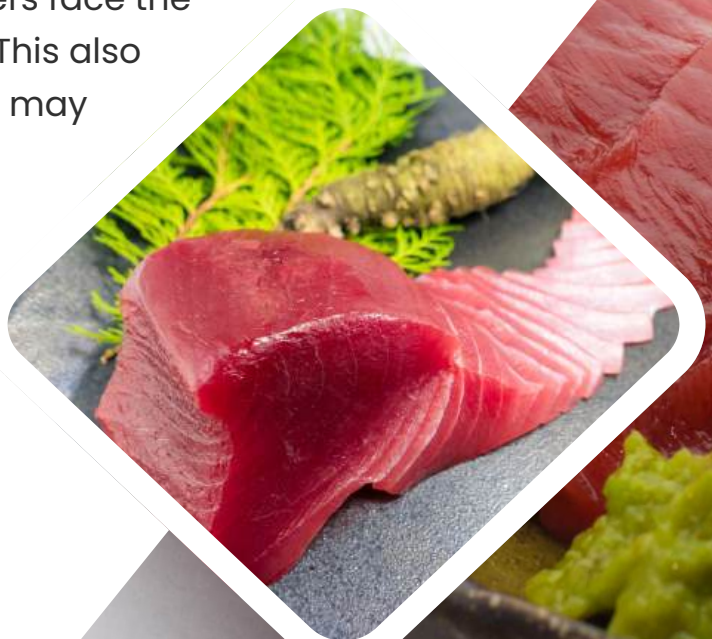
TUNA NEWS

RAW MATERIAL SITUATION

According to FAO's GLOBEFISH report, global tuna demand weakened in 2026 across fresh, frozen and processed product categories. Meanwhile, raw material supplies have come under pressure from lower fishing catches, rising fuel costs and disruptions across supply chains.

Notably, frozen skipjack tuna prices continued to increase in October 2026. According to Expana, the delivery price in Bangkok reached approximately USD 2,300 per tonne, up USD 50 per tonne from the previous month. In Manta, Ecuador, prices stood at around USD 2,400 per tonne.

The imbalance between rising raw material costs and the slow recovery in demand for finished products is creating a dual challenge for tuna processors. As input costs increase while selling prices remain difficult to adjust due to weak purchasing demand and intense supplier competition, manufacturers face the risk of further margin contraction. This also means that growth in export value may not necessarily translate into corresponding improvements in business profitability.



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SURIMI NEWS

OVERVIEW

As of October 15, 2026, Vietnam's exports of fish cakes and surimi reached USD 273.53 million, up 5.6% compared to the same period in 2025. Thailand remained the largest market, accounting for 24.2% of total exports, followed by South Korea (21.9%), China (14.9%), and Japan (10.6%).

Notably, exports to Japan increased by 23.1%, the United States by 29.4%, and the UAE by 305.3%, indicating growth opportunities in several potential markets.

Overall, Vietnam's fish cake and surimi exports continued to grow, although performance varied across markets. In addition to strengthening established markets, businesses may pay closer attention to destinations recording strong growth, such as Japan, the United States, and the UAE. In particular, Japan's demand for alternative surimi raw materials amid shortages of traditional supplies could create opportunities for Vietnamese basa-based surimi products.



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SURIMI NEWS

JAPANESE MARKET

Japan's seafood processing industry is facing a shortage of surimi raw materials, causing raw material prices to double over the past 3–4 years. Against this backdrop, Vietnamese basa fish is emerging as a potential alternative source of raw material.

Japan consumes more than 200,000 tons of surimi annually. Supply has come under pressure due to declining production volumes and sizes of Alaska pollock, while wild-caught fish resources in Southeast Asia have also contracted because of rising fuel costs.

In response, a Japanese food trading group has partnered with a Vietnamese seafood company to commercialize basa-based surimi. The product has received positive evaluations in practical tests thanks to its white flesh and mild flavor.

With an aquaculture production volume of more than 1.6 million tons per year, according to the article, Vietnamese basa fish has an advantage in terms of stable supply and the ability to support large-scale production. The Japanese company plans to supply thousands of tons of basa-based surimi to the Japanese market annually.

Basa-based surimi offers an alternative to increasingly scarce wild-caught raw materials in Japan, while creating new export opportunities and adding value to Vietnam's pangasius processing industry.

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GOOD ITEMS FOR SALES

PICTURE	SPECIFICATIONS



FROZEN WELL-TRIMMED PANGASIUS FILLET

- Boneless, Skinless, Red Meat OFF, Fat OFF, Belly OFF, STPP treatment.
- 100% Net Weight with Protective Glazing.
- Size(grs/pc): 170/220; 220/250; 250+
- Packing: IQF, Bulk bag 10kg/carton



FROZEN YELLOWFIN TUNA LOIN

- Skinless, boneless, C/O treated
- 100% Net Weight
- Size (kg/pc): 1-2, 2 up
- Packing: IQF, IVP, 20kgs/master carton



FROZEN PACIFIC MACKEREL WHOLE ROUND

- Whole round, Chemical-free
- 100% Net Weight
- Size(grs/pc): 100/200, 200/300, 300/400
- Packing: IQF, 10/15kg per carton

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GOOD ITEMS FOR SALES

PICTURE	SPECIFICATIONS



FROZEN RAW HOSO BLACK TIGER SHRIMP

- Head on, Shell on, Chemical-free
- 90% Net Weight, 10% glazing
- Size (pcs/kg): 16/20; 21/25; 26/30; 31/40; 41/50
- Packing: IQF, 1kg plain bag with rider x 10/ carton



FROZEN FROG LEGS

- No blood, saddle bone on, skinless, Belly off, chemical-free, YOGA STYLE
- 100% net weight
- Size (pcs/kg): 13/15; 16/20
- Packing: 14 x 1kg bag with rider/carton



FROZEN OCTOPUS WHOLE CLEANED

- Beak Off, Eyes Off, Guttled , No Treatment
- 100% Net Weight
- Size (pcs/kg): 20/40; 40/60; 60/80
- Packing: 200gr/ block/ plain PE bag x 35/ carton

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THANK YOU

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