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GLOBAL FOOD



# BREAKING NEWS

***Vietnamese Seafood***

Prepared by  
**HGF'S TEAM**

Source:  
**VASEP**



**Email**  
[sales@huyhoangseafood.com.vn](mailto:sales@huyhoangseafood.com.vn)



**Website**  
[www.huyhoangseafood.com.vn](http://www.huyhoangseafood.com.vn)

# PANGASIOUS NEWS



## OVERVIEW

According to data from Vietnam Customs, Vietnam's value-added pangasius exports reached USD 51 million in 2025, representing an 8% increase compared to 2024.



United States: USD 17 million, up 22%



Japan: USD 5 million, up 70%



United Kingdom: USD 4 million, down 24%



Australia: USD 4 million, down 21%

# PANGASIOUS NEWS



## NORTH AMERICAN MARKET

### UNITED STATES

In 2025, Vietnam's exports of value-added pangasius exceeded USD 17 million, representing a 22% increase compared to 2024, maintaining the U.S. as a key market for Vietnam's value-added pangasius products. However, from August 2025, Vietnamese products have been subject to a 20% retaliatory tariff, which has negatively affected import volumes in this market. The loss of price competitiveness has reduced, to some extent, the competitive advantage of Vietnam's value-added pangasius compared to alternative products.

### CANADA

Exports of value-added pangasius reached USD 0.8 million in 2025, up 84% year-on-year. Although the market size remains relatively small, it is opening up new growth potential for Vietnam's value-added pangasius exports.



# PANGASIOUS NEWS



## ASIAN MARKET

### JAPAN

In 2025, Vietnam's exports of processed pangasius reached nearly USD 5 million, representing a 70% increase compared to 2024. This strong growth highlights significant potential for processed products that are well aligned with local consumer preferences.

### SOUTH KOREA AND ISRAEL

Exports to South Korea totaled USD 0.6 million in 2025, up 85% year-on-year, while exports to Israel reached USD 0.5 million, surging 146% compared to 2024. These figures reflect rising demand in niche markets, where consumers show increasing interest in convenient, value-added processed products.

### CHINA

Exports of value-added pangasius amounted to only approximately USD 0.21 million in 2025, a sharp 66% decline compared to 2024. This notable decrease underscores challenges related to weakening consumer demand and intensified competition from substitute products in the market.





# PANGASIOUS NEWS



## EUROPEAN MARKET

### UNITED KINGDOM AND THE NETHERLANDS

In 2025, exports of value-added pangasius to the United Kingdom reached USD 4 million, down 24% compared to 2024, while exports to the Netherlands amounted to nearly USD 3 million, representing a 9% decline year-on-year. These markets are characterized by stringent standards and strict sustainability certification requirements, and demand for processed pangasius has weakened in these major European markets.

### SWITZERLAND

Exports reached USD 0.7 million in 2025, an increase of 41% compared to the previous year. Although Switzerland remains a niche market, it is opening up new growth opportunities for Vietnam's value-added pangasius exports.



## AUSTRALIAN MARKET

Exports exceeded USD 4 million in 2025, representing a 21% decline compared to 2024. This trend indicates weaker consumer demand as well as the stringent requirements of the market. While this presents a challenge, it also creates opportunities for Vietnamese pangasius enterprises to reassess and adjust their product strategies, particularly with a focus on value-added pangasius products.



# PANGASIOUS NEWS



## RAW MATERIAL SITUATION

### ***Dong Thap: Targeting 100% Digitalized Identification Codes for Pangasius Farming Facilities***

Dong Thap is the province with the largest export-oriented pangasius farming area in the Mekong Delta, with a total area of over 2,600 hectares and 412 farming facilities, of which more than 1,800 hectares have been granted farming area identification codes. These farming areas are mainly operated by enterprises and farming households linked with processing plants, forming a stable, large-scale raw material supply for export processing. In 2025, pangasius output was estimated at over 595,000 metric tons, supplying more than 92% of raw materials for export processing, with a production value of approximately VND 9,708 billion, accounting for 44.7% of the province's total aquaculture production value.

The quality of raw materials continues to improve, with over 267 hectares certified under international standards such as ASC, BAP, Global GAP, and Viet GAP. By 2026, the province aims to ensure that 100% of pangasius farming facilities are digitally assigned identification codes, 100% of commercial pangasius farms are certified as meeting food safety requirements, and 50% of the total farming area applies GAP. Along with accelerated digital transformation in farming management, environmental monitoring, and traceability, these initiatives reinforce Dong Thap's key role in Vietnam's pangasius supply chain, effectively meeting the requirements of major export markets such as the United States, the European Union, and China.





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# SHRIMP NEWS

## OVERVIEW



The year 2025 concludes with a remarkable milestone for Vietnam's shrimp industry. According to Vietnamese Customs data, Vietnam's total shrimp export value in 2025 is projected to reach US\$4.6 billion, a 19% increase compared to 2024 – the highest level ever recorded.

In 2025, vannamei shrimp will remain the mainstay with \$2.98 billion, accounting for 64.6% of total export value, an increase of 9.6%. Black tiger shrimp reached \$452.9 million, accounting for 9.8% and only increasing slightly by 1.2%. Meanwhile, other types of shrimp increased by nearly 67%, becoming the biggest growth driver of the entire industry.

Notably, within the "other types of shrimp" group, live/fresh/frozen shrimp increased by as much as 97.2%, reflecting the boom in exports of lobster and high-end products to China.





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# SHRIMP NEWS



## CHINESE MARKET

In 2025, China will remain Vietnam's largest shrimp import market. Exports to China are expected to reach US\$1.23 billion, accounting for 26.6% of total exports and representing a 60.8% increase compared to 2024. Including Hong Kong, the entire China-Hong Kong bloc will bring in US\$1.3 billion, equivalent to 28.3% of the market share and a 55% increase.

The Chinese market is experiencing significant consumer differentiation: the mid-range segment is under pressure due to tighter consumer spending, while the high-end and convenient, processed product segments continue to grow well. This creates considerable potential for Vietnam's strong product lines such as lobster, tiger prawn, and premium shrimp.



## THE US MARKET

***Exports to the US showed strong growth in the first half of the year, but there are potential risks towards the end of the year.***

Vietnam's shrimp exports to the US in 2025 are projected to reach US\$796 million, a 5.4% increase compared to 2024 and accounting for 17.2% of total export value. However, in December 2025 alone, export value to the US only reached US\$45.2 million, a 16.4% decrease compared to the same period.

Shrimp exports to the US in 2025 will face various tariffs such as countervailing duties, anti-subsidy duties, and the risk of anti-dumping duties. Towards the end of the year, the purchasing power of US importers tends to slow down as they reduce inventory and adjust their purchasing strategies.



# SHRIMP NEWS



## EU AND CPTPP MARKET

Amidst the increasingly unpredictable US market, the EU and CPTPP have emerged as pillars of stability.

Exports to the EU reached US\$579.8 million, a 19.9% increase, accounting for 12.6% of total export value. Many markets saw strong growth, including Germany (+25.1%), Belgium (+22.3%), the Netherlands (+8.2%), and the UK (+6.6%). These markets prioritize quality, certification, and traceability, which are also advantages for Vietnamese shrimp.

The CPTPP bloc achieved US\$1.25 billion, a 28.8% increase, accounting for 27.3% of total export value. Japan, South Korea, and Australia continued to maintain stable import levels, providing crucial support for the industry in the context of volatile US markets.







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# SHRIMP NEWS



## CANADIAN MARKET

***Canadian lobster prices surge amid market volatility.***

As of January 14, 2026, the Canadian lobster industry is facing a volatile market, with port purchase prices rising sharply amid scarce supply and unresolved trade tensions.

Industry associations say that fishing yields are being severely impacted by prolonged storms, forcing many fishing vessels to venture further offshore and leaving them with very little time to reel in their nets each week. Meanwhile, global demand remains high, causing the market to shift rapidly from a "buyer's market" to a "seller's market".

Besides supply and demand factors, the Canadian lobster industry is particularly concerned about Prime Minister Mark Carney's visit to China on January 14, 2026 – the first high-level visit since 2017. China currently imposes retaliatory tariffs of 25% on Canadian lobster, causing exports to this market to fall by more than 46% in both volume and value during the first 10 months of 2025.

In the short term, the Canadian lobster industry must balance the benefits of high prices with the risks posed by international trade barriers.



# SHRIMP NEWS

## RAW MATERIAL SITUATION



**The shrimp industry is facing a double blow from rising production costs and weak consumer demand.**

According to observations in key coastal shrimp farming areas of the city, from the beginning of December 2025 until now, the price of vannamei shrimp has increased by 80,000 - 100,000 VND/kg compared to the same period last year. Currently, high-tech farmed vannamei shrimp of size 20-26 shrimp/kg are being purchased by traders at a common price of 250,000 - 260,000 VND/kg; the 30 shrimp/kg size fluctuates above 230,000 VND/kg; while smaller shrimp, about 100 shrimp/kg, also reach over 100,000 VND/kg. This is considered the highest price in many years.

According to shrimp farmers, the main reason for the sharp increase in shrimp prices is the decrease in supply following several periods of extreme weather and the complex development of shrimp diseases, forcing many households to abandon their ponds or reduce stocking densities. However, in the context of a still difficult economic situation, high shrimp prices are causing consumers to tighten their spending.



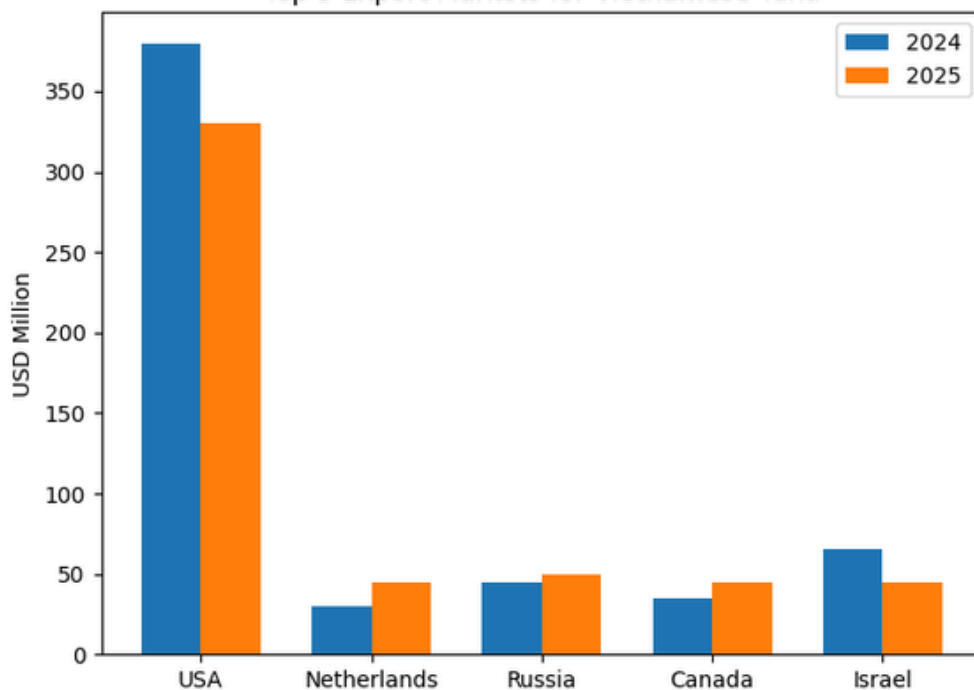
# TUNA NEWS



## OVERVIEW

Vietnam's tuna exports in the period January–December 2025 reached 924 million USD, a decrease of 7% compared to the previous year.

Top 5 Export Markets for Vietnamese Tuna



Fresh, frozen, and dried tuna  
503 million USD, ↓3%



Processed and canned tuna  
421 million USD, ↓10%

# TUNA NEWS

## SPANISH MARKET



In 2025, Vietnam's tuna exports to Spain are expected to fluctuate significantly. According to statistics from Vietnam Customs, in the first 11 months of 2025, the value of Vietnam's tuna exports to Spain increased slightly by 0.3% compared to the same period in 2024, reaching nearly 15 million USD.

Vietnam's tuna exports to Spain in the first 11 months of 2025 showed inconsistent monthly growth, with strong surges at certain points, such as an 84% increase in September and a 534% increase in November. Conversely, export values decreased significantly in many months.

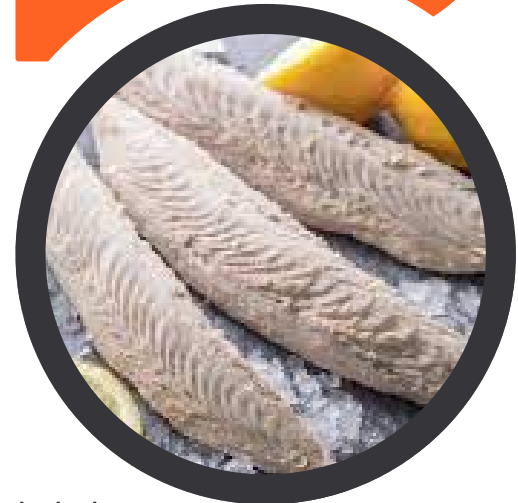
This increase in exports was due to the increase in the export value of other processed tuna products under HS code 16, primarily frozen steamed tuna loin, which increased by 16% year-on-year. In contrast, exports of canned tuna products to this market are experiencing a sharp decline, down 57%.

### Forecast for 2026

Based on the performance in the first eleven months of 2025, Vietnam's tuna exports to Spain are expected to see a slight increase in the early months of 2026. Exports of frozen pre-cooked tuna loins are projected to grow, as these products align well with Spain's role as a major processing hub and with the EU's consumer preference for convenient food products.

By contrast, Vietnam's canned tuna exports directly to Spain are unlikely to achieve rapid growth, due to intense competition from suppliers benefiting from more favorable tariff preferences, such as Ecuador and the Philippines, as well as from intra-EU sources.

For Vietnamese enterprises, the strategic focus in the Spanish market next year is therefore most likely to lie in loin, fillet, and semi-processed tuna products.





# TUNA NEWS

## THE EU MARKET

Export turnover to the EU market reached nearly 207 million USD, an increase of 5% compared to 2024. Within this market bloc, **the Netherlands** leads with a total import value of tuna from Vietnam exceeding 46 million USD, an increase of 37% compared to 2024. This is followed by **Italy** with a 10% increase and **Germany** with a 13% increase.

## CANADIAN AND JAPANESE MARKET

Tuna exports to Canada and Japan are also at a higher level compared to 2024. Exports to these two markets have also fluctuated significantly over the past year.





# TUNA NEWS



## MIDDLE-EAST MARKET

In 2025, tuna exports to the Middle East are projected to decrease by 16% compared to 2024, reaching just over \$94 million. Israel remains the leading market within this bloc. However, geopolitical instability in the country over the past year has led to a sharp 40% drop in tuna exports to this market.

Although Vietnamese tuna businesses have shifted their focus to expanding exports to other regional markets such as Egypt and the UAE, this is still insufficient to compensate for the decline in exports to Israel.



## THE US MARKET

Tuna exports to the US in 2025 are expected to reach only 331 million USD, accounting for nearly 36% of Vietnam's total export value, but a decrease of almost 15% compared to the same period last year.

From a product structure perspective, exports of canned tuna to the US are at a similar level compared to the same period. Meanwhile, exports of frozen tuna meat/loin (HS code 0304) have decreased significantly.



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# GOOD ITEMS FOR SALES



## **FROZEN PANGASIUS FILLET UNTRIMMED**

- Pangasius Hypophthalmus
- Boneless, Skinless, Red meat on, Fat on, Belly on, STPP treatment
- 90% Net Weight, 10% Glazing
- Size (grs/pc): 170/220; 220 up
- Packing: IQF, Bulk bag 10kg/ carton



## **FROZEN LAYANG SCAD WHOLE ROUND**

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



## **FROZEN BLACK TILAPIA WHOLE ROUND**

- Oreochromis niloticus
- Whole Round, Chemical-free
- 80% Net Weight, 20% Glazing
- Size (grs/pc): 500g-700g; 700g up
- Packing: Block, 10kg/ carton





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# GOOD ITEMS FOR SALES



## **FROZEN COOKED VANNAMEI PDTO**

- Peel, pin-deveined, tail on, cooked, STPP treatment, 70% net, 30% glazing, FC/FW
- Size (pcs/lb): 26/30; 31/40 ; 41/50
- Packing: IQF, 400g /printed bag, 25bags/carton



## **BABY CUTTLEFISH WHOLE CLEANED**

- (Sepia lycidas / Sepia pharaonis)
- Whole, cleaned, EU treated
- Size: 10/20; 20/40
- Packing: IQF, 2 LBS/BAG X 10 BAGS/CTN



## **BABY OCTOPUS WHOLE CLEANED**

- (Octopus membranaceus)
- 100% Net Weight, No Chemical
- Size: 5/15; 16/25; 26/40
- Packing: IQF, 2 LBS/BAG X 10 BAGS/CTN





# Further Information

**Phone**

+84 2 866 866 865

**Email**

[sales@huyhoangseafood.com.vn](mailto:sales@huyhoangseafood.com.vn)

**Address**

Ho Chi Minh City, Vietnam

**Website**

[www.huyhoangseafood.com.vn](http://www.huyhoangseafood.com.vn)

