



HUY HOANG
GLOBAL FOOD

BREAKING NEWS



VIETNAMESE SEAFOOD

Source: VASEP

PANGASIOUS NEWS

OVERVIEW

Vietnamese pangasius is undergoing a significant shift in product positioning in the international market, particularly in Japan – one of the most demanding markets in the world. The presence of pangasius in the menus of sushi restaurant chains is not only a commercial milestone but also reflects a clear change in consumer perception, from a low-cost substitute to an ingredient that meets high standards of quality and culinary expectations.



Pangasius is improving through better farming control, odor treatment and strict food safety standards. With its white flesh, mild taste and versatility, it is increasingly suited to Japanese cuisine, including sushi, shifting from price-based to quality-driven competition.

Although export volume to Japan remains relatively modest, this market plays an important role in positioning Vietnamese pangasius globally. Gaining acceptance in a high-standard market like Japan creates a positive spillover effect, enhancing product credibility and opening opportunities to expand into other premium markets in the future.



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PANGASIUS NEWS

Japanese market

Market penetration:

Vietnamese pangasius has made notable progress by being included in the menus of major sushi restaurant chains in Japan. This development goes beyond pure commercial value, as Japan is known for its stringent requirements and a culinary culture that traditionally favors marine seafood. The acceptance of a freshwater fish like pangasius indicates that the product has overcome significant cultural barriers and established an initial presence in the premium dining segment.



Consumer perception & trends:

Previously, pangasius was mainly regarded as a cost-effective alternative. However, consumer perception in Japan is gradually shifting in a more positive direction. With its white flesh, low bone content, mild and neutral flavor, pangasius is increasingly compatible with local tastes and can be flexibly used in various dishes, including sushi. Consumption trends are also moving toward value-added, convenient and processed products that align with modern retail and food service systems.



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PANGASIU NEWS

Japanese market

Requirements & standards:

To enter and sustain its presence in the Japanese market, Vietnamese pangasius must meet very high standards in terms of quality and food safety. This includes strict control over farming and processing to eliminate muddy or fishy odors, while ensuring microbiological criteria are maintained at safe levels. In addition, traceability and cold chain management are critical factors in meeting the requirements of restaurant chains and distribution systems in Japan.

Market growth:

Although not yet a large market, Japan is showing positive growth trends for Vietnamese pangasius. Export value reached approximately USD 46 million in 2025, up 15% year-on-year, and continued to grow strongly in the early months of 2026. Notably, growth is mainly driven by value-added products, indicating a shift toward higher-quality and more diversified consumption.





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PANGASIU NEWS

Japanese market

Opportunities & potential:

Currently, pangasius still accounts for a relatively small share of Japan's total seafood consumption, suggesting significant room for expansion. If Vietnamese enterprises continue to invest in quality improvements, develop market-specific products such as sushi, bento and ready-to-eat items and build strong branding based on reliability and high standards, Japan will become a key market for expanding market share and elevating the value of Vietnamese pangasius in the long term.





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SHRIMP NEWS

OVERVIEW



In February 2026, shrimp exports reached nearly \$310 million, a 17% increase compared to the same period last year. For the first two months of the year, shrimp export turnover reached \$690 million, a 20% increase. Compared to the 22% increase in January, the growth rate in February slowed down, clearly reflecting seasonal factors as the Lunar New Year holiday partially disrupted processing and delivery activities. Nevertheless, the nearly 20% increase in the first two months of the year still shows that Vietnam's shrimp orders are maintaining a more positive trend compared to the same period last year.

Entering March, as production and delivery activities return to normal after the Lunar New Year holiday, shrimp exports may recover better in terms of trading volume. However, significant growth will not be easy, as the US market remains under pressure from anti-dumping duties, additional import tariffs, and increasingly stringent technical control requirements. In this context, the shrimp industry's ability to maintain growth will depend heavily on effectively leveraging demand in China, maintaining market share stability in the EU, and simultaneously exploiting the advantages of high-value-added products such as lobster in the export structure.



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SHRIMP NEWS

US market

The US market experienced a sharp decline in February. Shrimp exports to the US reached only \$16 million, a 61% decrease compared to the same period last year; cumulative exports for the first two months totaled nearly \$60 million, a 22% decrease.

Developments in the US are currently the biggest factor putting pressure on Vietnamese shrimp exports. The first direct impact is the final outcome of the 19th administrative review of frozen warmwater shrimp from Vietnam. According to the official announcement from the US Department of Commerce, two mandatory respondents were subject to a 25.76% tariff rate, while 22 other businesses enjoyed an individual rate of 4.58%. This tariff increase not only raises cost risks but also makes US importers more cautious about placing new orders.

The second factor is the 10% additional import tariff announced by the White House on February 20, 2026, under Section 122, effective for 150 days. Since this policy only takes effect on February 24, its impact on February's export figures is not yet fully reflected, but its influence on trading sentiment and price negotiations has already begun to emerge.

SHRIMP NEWS



Chinese market

China continues to be the biggest driver of Vietnam's shrimp exports. In February alone, exports to this market reached US\$168 million, a 131% increase compared to the same period last year; the cumulative figure for the first two months reached US\$298 million, a 61% increase. Including China and Hong Kong, the export value for the first two months reached US\$309 million, a 58% increase, accounting for 45% of the country's total shrimp exports.

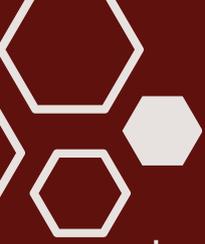


Japanese market

Japan's exports reached \$25 million in February, down 28%; cumulative exports for the first two months totaled \$70 million, a slight increase of 1%.

Korean market

South Korea's exports reached \$14 million in February, down 42%; the cumulative figure for the first two months was \$41 million, down 14%.



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SHRIMP NEWS

EU market

The European Union (EU) recorded a record high in shrimp imports in 2025, indicating a strong recovery in market demand after a period of previous volatility.

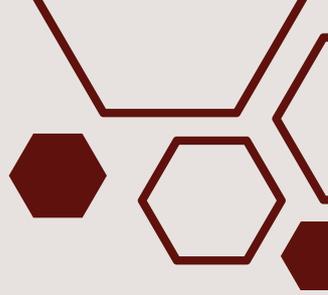
Total imports of frozen raw Penaeus shrimp (HS 03061792) and value-added processed shrimp (HS 160521, 160529) from Asia, Latin America, and Africa reached 455,776 tonnes, a 21% increase compared to 2024. The import value reached €2.87 billion, a 22% increase, suggesting a more stable overall price level compared to previous years.

In terms of supply, Vietnam maintained stable growth with 57,758 tons, a 14% increase year-on-year. Meanwhile, Venezuela experienced a sharp 44% decrease to 21,589 tons due to disruptions in LAMAR Group operations, while Bangladesh increased by 15%, reaching 15,813 tons.





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SHRIMP NEWS

RAW MATERIAL SITUATION

According to data from Shrimp Insights, in week 12 (March 16-22, 2026), raw vannamei shrimp prices in major producing countries were generally stable to slightly lower compared to week 10, with Vietnam recording a more significant decrease compared to competing suppliers.

Specifically, at the 30 pieces/kg size, the price of shrimp in Vietnam decreased by 0.5%. A similar trend continued at the 50 and 80 pieces/kg sizes. Vietnamese shrimp prices decreased by US\$0.28/kg (to US\$4.19/kg) and US\$0.21/kg (to US\$3.96/kg), respectively.

This development indicates that pressure for price adjustments remains present in many markets, especially given that demand has not yet recovered strongly.





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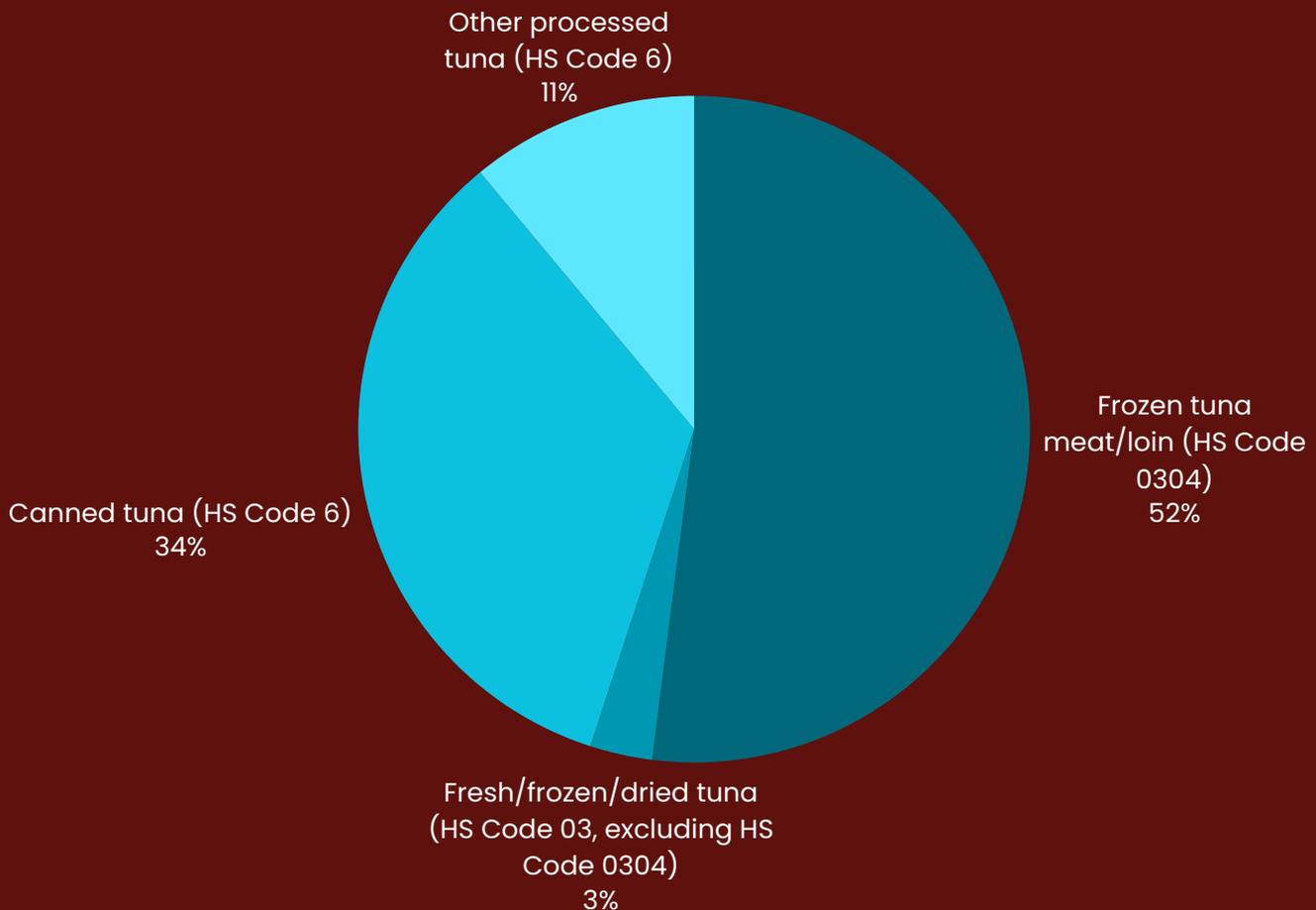
TUNA NEWS

OVERVIEW



In the first two months of 2026, Vietnam's tuna exports reached 129 million USD, remaining largely flat year-on-year. The United States continued to be the largest market, despite a 15% decline, while exports to Russia, Japan, Germany, and Israel posted strong growth.

EXPORT PRODUCT STRUCTURE





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TUNA NEWS



OVERVIEW

TOP 5 IMPORT MARKETS OF VIETNAMESE TUNA



RUSSIA

8 million USD, ↑ 35%

THE USA

42 million USD, ↓ 15%



JAPAN

6.4 million USD, ↑ 24%



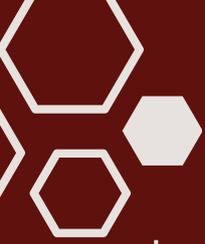
GERMANY

6 million USD, ↑ 26%

ISRAEL

6 million USD, ↑ 37%





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TUNA NEWS

The US market

The United States remained the largest market for Vietnam's tuna in the first two months of 2026, with export value exceeding 42 million USD and accounting for 32.8% of total turnover. However, shipments to this market declined by 15% compared to the same period last year.

Chilean market

Vietnam's tuna exports to Chile reached 13 million USD in 2025, down from 18 million USD in 2024. However, this downward trend did not persist into 2026. In the first two months of the year alone, exports to Chile exceeded 3 million USD, surging 125% compared to the same period last year.

Other markets

Several other markets are emerging as notable growth pillars for tuna exports. Specifically, shipments to **Russia** rose by 27%, **Germany** by 10%, **Israel** by 61%, **Mexico** by 36%, and **Egypt** by 24%.



CEPHALOPODS NEWS



In the first two months of 2026, Vietnam's squid and octopus exports exceeded 111 million USD, up 23% compared to the same period in 2025.

Asian market

Asia continued to serve as the primary growth driver. **South Korea** was the largest market, with export value reaching nearly 42 million USD, up almost 23%, followed by **Japan** at nearly 26 million USD, an increase of around 8%. Notably, exports to **China** surged by more than 85%, while shipments to **Thailand** rose by over 41%, indicating a clear recovery in regional demand.

The EU market

Exports to the EU declined by approximately 14.5%. The EU's "yellow card" warning on illegal, unreported, and unregulated (IUU) fishing continues to pose a significant barrier, affecting both Vietnam's reputation and its ability to expand market share in the region.

Similar to other Vietnamese seafood exports, squid and octopus shipments have also been affected by tensions in the Middle East. Ongoing instability in the region has the potential to drive up logistics and transportation costs, while also prolonging delivery times. Elevated fuel and marine diesel prices further increase fishing costs.



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OTHER SEAFOOD NEWS

Scallops news

In 2025, Vietnam's scallop exports reached nearly 66 million USD, up 49% from 44 million USD in 2024. This growth momentum continued and accelerated into early 2026, with exports in the first two months alone totaling 18.1 million USD, a remarkable increase of 166% compared to the same period last year.

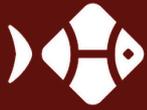
In the first two months of 2026, Vietnam's scallop export market structure continued to shift, with exports to **Australia** increasing elevenfold, **Japan** nearly fivefold, **Canada** almost 24-fold, and **the United States** doubling.



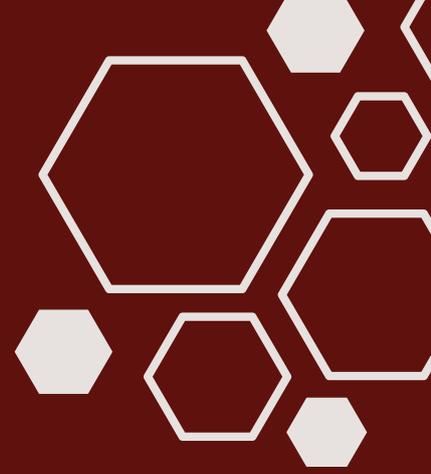
Surimi news

In the first two months of 2026, Vietnam's surimi exports exceeded 45 million USD, up 7% compared to the same period last year. **South Korea, Thailand, and China** remained the main markets, with exports to China rising nearly 40%. Although higher transportation and fuel costs may put pressure on production prices, strong global demand for ready-to-eat seafood products continues to drive growth in the surimi sector.





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GOOD ITEMS FOR SALES



FROZEN PANGASIOUS STEAK

- (*Pangasius Hypophthalmus*)
- 80% NW, 20% Glazing
- Size: 70-120 grs/pc
- Packing: IQF, Bulk 10kg/ctn



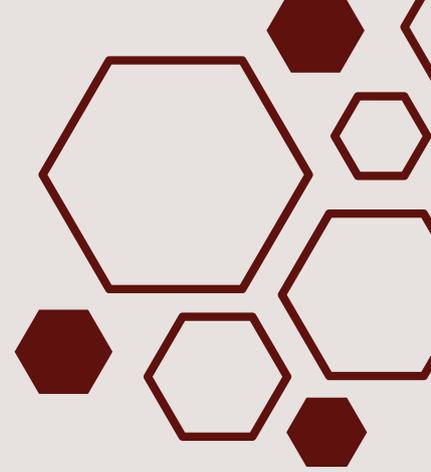
FROZEN RAW BLACK TIGER NOBASHI

- (*Penaeus Monodon*)
- 100% NW, STPP treatment
- Packing: 18gr/pcs x 20pcs/tray
(360gr/tray)
- Size: 21/25 pcs/lb



FROZEN PANGASIOUS FILLET UNTRIMMED

- (*Pangasius Hypophthalmus*)
- Boneless, Skinless, Red meat on, Fat on, Belly on, STPP treated as EU standard
- 70% NW, 30% Glazing
- Size (grs/pc): 170/220
- Packing: IQF, Bulk 10kg/ master carton



GOOD ITEMS FOR SALES



FROZEN RAW PD VANNAMEI SHRIMP

- (*Litopenaeus Vannamei*)
- STPP treated, Frozen Count/ Frozen Weight
- 100% Net Weight
- Size (pcs/lb): 71/90 (closer to 80 pcs)
- Packing: IQF, 4.5kg x 2 packs (9kg)



FROZEN RAW BLACK TIGER PD SHRIMP

- Non-treatment, 80% net weight, 20% glazing, frozen count/frozen weight
- Size: 16/20; 21/25
- Packing: IQF, 1kg/plain bag with rider, 10 bags/carton



FROZEN TEMPURA SHRIMP

- 40% shrimps 60% breading, Treated STPP + Salt
- Size (grs/pc): 25
- Packing: 750grx10 in box

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