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BREAKING NEWS

Vietnamese Seafood

Source: Vasep

2025





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PANGASIOUS NEWS

OVER VIEW

Vietnam's pangasius export value in September 2025 reached USD 181 million, up 5% compared to the same period in 2024. The overall trend of the pangasius industry remains positive, with total export value in the first nine months of 2025 reaching nearly USD 1.6 billion, an increase of 9% year-on-year.

PRODUCTS

- Fresh/Frozen/Dried Pangasius (HS 03 except HS 0304): USD 278 million, **2**
- Frozen Pangasius (HS 0304): USD 1.3 billion, **11**
- Value-added Pangasius (HS 16): USD 39 million, **23**

EXPORT VALUE
USD 1.6 billion **9**

TOP 4 MARKETS

- China & Hong Kong: USD 410 million, **2**
- United States: USD 257 million, **1**
- European Union: USD 134 million, **5**
- Brazil: USD 128 million, **45**





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PANGASIUS NEWS

CHINA & HONG KONG MARKET

Export value (Sep 2025)

USD 53 million (+11% YoY), accounting for 29% of total exports

Key drivers



Steady demand from restaurants, supermarkets, and e-commerce channels in coastal cities such as Guangzhou, Shanghai, and Shenzhen

Trend

China continues to diversify seafood supply sources, but Vietnamese pangasius remains dominant thanks to its competitive price, white flesh, few bones, and easy processing



Outlook

Exports to China are expected to keep rising in Q4/2025, serving stockpiling demand ahead of Lunar New Year 2026



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PANGASIU NEWS

THE US MARKET

**Export value
(Sep 2025)**

- USD 23 million (-23% YoY), accounting for 13% of total exports

Reason

- High inventory after strong imports earlier this year, coupled with strict USDA quality control measures

Consumer trend

- U.S. consumers prefer small-size fillets, ready-to-cook packaging, and value-added products such as seasoned or pre-steamed pangasius

Outlook

- Demand may recover slightly during the holiday season, particularly for ready-to-eat and retail-oriented products

BRAZIL MARKET

**Export value
(Sep 2025)**

- USD 10 million (-16% YoY)

Reason

- Slow economic growth and currency fluctuations temporarily impacted imports

Position

- Vietnam remains the leading pangasius supplier in South America

Outlook

- Once the Vietnam-Brazil Free Trade Agreement (FTA) is finalized, import tariffs will decrease, opening the door for stronger growth from 2026 onward



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PANGASIOUS NEWS

THE EU MARKET



- **Export value (Sep 2025):** USD 14 million (-1% YoY)
- **Germany:** Down nearly 23%, due to price competition and weaker consumer demand
- **Belgium:** Up 67%, emerging as a bright spot driven by strong demand from the HORECA and frozen fillet segments
- **Netherlands & Spain:** Up slightly 3–5%, driven by reprocessing and redistribution demand
- **Trend:** EU buyers are increasingly favoring sustainable products with ASC/BAP certification, offering opportunities for Vietnamese exporters meeting international standards





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PANGASIOUS NEWS

CPTPP MARKET

- **Export value (Sep 2025):** USD 29 million (+34% YoY).
- **Japan:** Total exports reached USD 34 million in the first 9 months (+14% YoY).
- **Advantage:** Preferential tariffs under the CPTPP and stable demand from frozen food, bento, and restaurant sectors.
- **Trend:** Japanese consumers appreciate Vietnamese pangasius for its mild flavor, low fat, and suitability for sushi and nabe dishes.
- **Mexico & Canada:** Also recorded strong growth, up +19% and +23%, respectively

- Amid global market fluctuations, supply chain management, deeper processing, and market diversification remain key strategies to sustain Vietnam's pangasius industry



- With global import demand expected to rebound sharply in Q4/2025 to serve the year-end festive season, Vietnamese exporters are well-positioned to maintain growth momentum and global competitiveness





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PANGASIOUS NEWS

RAW MATERIAL SITUATION

In An Giang and several provinces across the Mekong Delta, the new pangasius farming season has begun amid a shortage of fingerlings and a sharp price increase, creating difficulties for both farmers and processors.

Currently, pangasius fingerlings (30 fish/kg) are priced at **VND 55,000 – 58,000 per kg**, nearly double the price at the beginning of the year (**VND 25,000 – 28,000 per kg**). The strong price surge has caused many farmers to hesitate to restock, as production costs have risen by 30–40%.

The main reasons include the off-season period, high mortality rate of fry, harsh weather conditions, and the withdrawal of small-scale hatcheries from the business. Although the current price of market-size fish still offers some profit, the shortage of high-quality fingerlings at the right time has become a major bottleneck in the production chain.

Experts predict that this **upward price trend** will directly impact export prices in **Q4/2025**, as processing plants ramp up raw fish purchasing to fulfill end-of-year orders.





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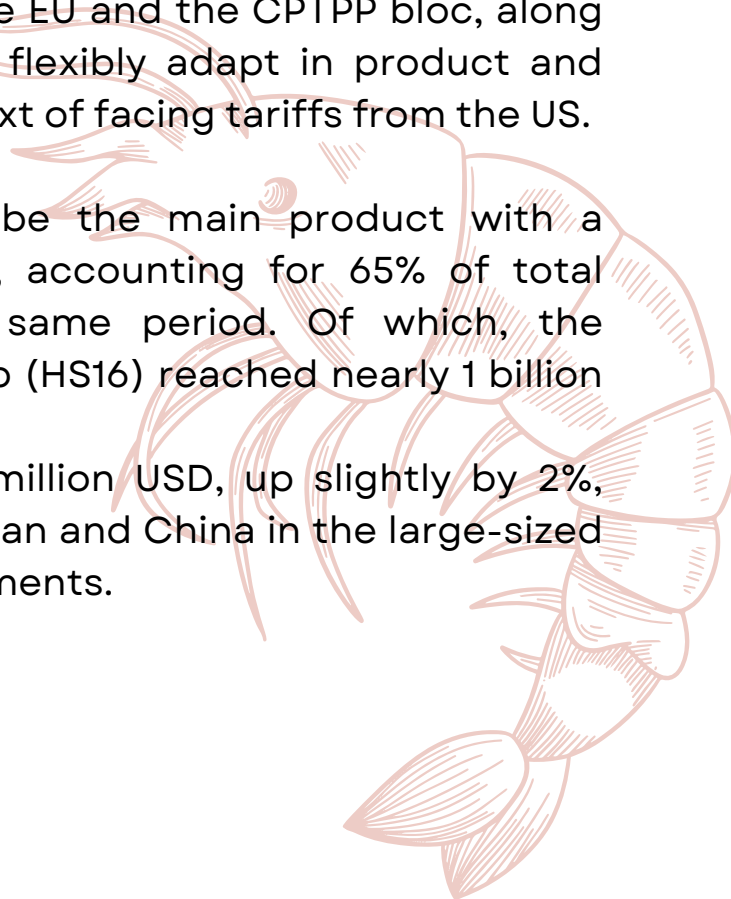
SHRIMP NEWS

OVERVIEW

In the first 9 months of 2025, Vietnam's shrimp exports reached more than 3.4 billion USD, up 22% compared to the same period in 2024 - recording the strongest growth in the past 3 years. The main driving force comes from the recovery of demand in major markets such as China, the US, the EU and the CPTPP bloc, along with the ability of businesses to flexibly adapt in product and market structure, and in the context of facing tariffs from the US.

Vannamei shrimp continued to be the main product with a turnover of over 2.2 billion USD, accounting for 65% of total export value, up 9% over the same period. Of which, the processed vannamei shrimp group (HS16) reached nearly 1 billion USD, up 12%.

Black tiger shrimp reached 343 million USD, up slightly by 2%, thanks to stable demand from Japan and China in the large-sized shrimp and ecological shrimp segments.





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SHRIMP NEWS

THE US MARKET

The US maintained its position as the third largest market with USD 587 million, a slight increase of 4%. Although consumption demand improved, the industry is under great pressure from the risk of anti-dumping duties, announced later this year. Therefore, enterprises exporting to the US are being more cautious in signing long-term contracts, while increasing the proportion of orders to the EU and Asia to reduce risks.

Wholesale shrimp prices in the country have risen significantly. The main reason is that additional tariffs, especially those of up to 50% on Indian shrimp, have pushed up import costs. Initially, the impact of the tariffs was not clear because importers had accumulated large amounts of cheap inventory. However, when these stocks were depleted, the real costs were passed on to wholesale prices.

In addition, the supply of convenience products such as easy-peel shrimp (mainly from Asia) is also tightened due to other barriers such as FDA regulations on goods from Indonesia, further accelerating the price increase of these items.





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SHRIMP NEWS

CHINESE MARKET

China & Hong Kong continued to be a bright spot, reaching 966 million USD, up 65% over the same period, accounting for nearly 30% of the country's total shrimp export turnover. Import demand increased sharply thanks to the live shrimp, lobster and high-end product segments. However, according to businesses, import inventories in China are increasing rapidly, signaling a possible adjustment in the fourth quarter.

A new factor reshaping the market is the rise of domestic shrimp production in China, especially from high-tech greenhouse farms. The surge in domestic shrimp production has created direct competition with imported shrimp. Notably, at one point the price of fresh domestic shrimp in China was cheaper than imported frozen shrimp, something that was almost unprecedented.





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SHRIMP NEWS



EU MARKET

In the EU, turnover reached 434 million USD, up 21%. Germany, Belgium and the Netherlands are strong growth markets, with increases of 6-28% respectively. Demand for ASC-certified, organic or low-carbon products is helping Vietnamese businesses expand their foothold in high-end supermarket chains.

THE CPTPP MARKET

The CPTPP bloc reached nearly US\$941 million, up 34%, thanks to positive results in Japan, Australia and Canada. Japan continued to lead the bloc with US\$426 million, accounting for 12% of total turnover, reflecting stable demand for convenient and sustainable processed products.





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SHRIMP NEWS

RAW MATERIAL SITUATION

According to a report from the Department of Fisheries and Fisheries Surveillance, in the first 8 months of 2025, the whole country has stocked nearly 711,000 hectares of brackish water shrimp, reaching 99.2% of the yearly plan. Of which, black tiger shrimp accounts for 604,500 hectares (100.18% of the plan), vannamei shrimp 106,500 hectares (93.9%). Total shrimp harvest output is estimated at 801,200 tons, up 6.2% over the same period last year. Of which, black tiger shrimp reached 184,100 tons (up 3.5%) and vannamei reached 617,100 tons (up 7%).

Although the increase is not large, in a challenging context, this result shows great efforts from the whole industry. In particular, aquatic diseases continue to be a major risk, with complicated developments in recent months. White spot disease, acute hepatopancreatic necrosis, EHP, white feces, etc. continue to appear sporadically in many farming areas.





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TUNA NEWS

OVERVIEW

After the first 9 months of 2025, Vietnam's tuna exports brought in 705 million USD, down 3% compared to the same period in 2024. Although the turnover decreased slightly, the market and product structure showed many positive signs of change towards increasing value and expanding new markets.

STRUCTURE OF EXPORTED TUNA PRODUCTS



**Fresh and frozen tuna
(HS code 03)**

383 million USD

**Processed and canned tuna
(HS code 16)**

322 million USD





TUNA NEWS

2025 continues to see a complex picture for the global tuna market: demand is increasing again in many regions, market value continues to expand, but exporting businesses face risks related to regulations, marine security and increased competition.

THE US MARKET

The US continues to be the leading market, accounting for 37% of total turnover, reaching 261 million USD, but down 5% compared to the same period.

The US is recording record imports of ready-to-eat products, especially canned tuna, in the first months of the year. One of the reasons for this increase in imports is due to the adjustment of reciprocal tariffs and new regulations in the US. This opens up great opportunities but also requires higher standards of traceability and food safety.

THE EU MARKET

The EU maintained its growth momentum, reaching 160 million USD, up 3%. Some member countries recorded strong increases such as Italy (up 19%) and the Netherlands (up 37%), while Germany decreased by 24%. This signal shows that Vietnamese businesses are gradually trying to adapt to the sustainability standards and certificates of origin required by the EU market.



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TUNA NEWS

THE CPTPP MARKET

The CPTPP region reached US\$96 million, up 9%, with Japan up 15% (Japan maintains a sustainable demand for fresh and premium processed tuna (sushi/sashimi), but younger consumers are shifting towards convenience products) and Canada up 17%, reflecting the positive impact of tariff incentives within the bloc. However, some other markets such as Mexico and Chile are seeing slight declines.

THAILAND and EGYPT MARKET

Notably, Thailand – a major seafood processing center in the region – is increasing its tuna imports from Vietnam by 83%, reaching 28 million USD, showing Vietnam's increasingly clear role in the supply chain of frozen steamed tuna loin, the raw material for canned tuna production, in the region.

Meanwhile, Egypt's imports have increased sharply by 146%, opening up opportunities in emerging markets in the Middle East – Africa region.



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GOOD ITEMS FOR SALES



FROZEN PANGASIOUS FILLET WELL-TRIMMED

- Skinless, Boneless, Red meat Off, Belly Off, Fat Off, STPP as EU's Standards
- 70% Net Weight, 30% Glazing
- Size (grs/pc): 120-170, 170-220, 220 up
- Packing: IQF, Bulk bag 10kg/Carton



FROZEN PANGASIOUS FILLET UNTRIMMED

- Skinless, Boneless, Red meat On, Belly On, Fat On, STPP as EU's Standards
- 70% Net Weight, 30% Glazing
- Size (grs/pc): 120-170, 170-220, 220 up
- Packing: IQF, Bulk bag 10kg/Carton



FROZEN PANGASIOUS STEAK

- Steak cut, Bone in, Skin on, No Treatment
- 70% Net Weight, 30% Glazing
- Size (grs/pc): 60-120, 120 up
- Packing: IQF, Bulk bag 10kg/Carton



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GOOD ITEMS FOR SALES



FROZEN RAW VANNAMEI HOSO

- Head On, Shell On, Chemical Free
- 70% Net Weight, 30% Glazing, Frozen Weight/ Frozen Count
- Size (pcs/kg): 13/15; 16/20; 26/30; 31/40; 41/50; 51/60
- Packing: Semi IQF, 1kg plain bag in 10kg carton



FROZEN RAW VANNAMEI PDTO

- Peeled and Deveined, Tail ON, STPP as EU's Standard
- 70% Net Weight, 30% Glazing, Frozen Weight/ Frozen Count
- Size (pcs/lb): 16/20, 21/25, 26/30, 31/40, 41/50, 51/60, 61/70
- Packing: IQF, 1kg plain bag with rider x 10/carton



FROZEN NOBASHI VANNAMEI

- Headless, Shell-less, Chemical free
- 100% Net Weight
- Size: M, L, 2L, 3L, 4L
- Packing: IQF, IVP, 20pcs/tray



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THANK YOU

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