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# BREAKING NEWS

SEAFOOD



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## OVERVIEW SEAFOOD INDUSTRY



Mid-year 2025 data reveals a diverse performance across major seafood markets. **China** continues to register steady import demand, supported by its expanding middle-class consumer base and growing preference for premium products.

**Norway** maintains its position as a leading global supplier, demonstrating resilience in export volumes despite currency fluctuations and shifting buyer requirements.

Meanwhile, **Tanzania** is emerging as a notable player, actively enhancing its seafood production capacity and targeting new export destinations. Together, these market developments underscore the complex and region-specific factors shaping international seafood trade.







## Norway

Norway continues to lead as the world's top salmon exporter, with export volumes and values remaining high despite global market fluctuations. Key markets such as the EU, the United States, and Asia have maintained strong demand for Norwegian salmon, supported by its reputation for quality and sustainability. The country's seafood industry is also investing heavily in advanced aquaculture technologies and strict environmental standards to secure long-term growth.



## CHINA



China's seafood market has shown notable growth in demand, driven by both domestic consumption and processing needs for re-export. Recent trade data indicate a steady increase in imports, particularly in high-value species such as shrimp, salmon, and tuna. This trend reflects the country's economic recovery and evolving consumer preferences towards premium and sustainable seafood products. Industry experts also note that China's growing middle class and urbanization are boosting demand for ready-to-cook and value-added seafood items.



## Tanzania

Tanzania is emerging as a growing player in the East African seafood trade, particularly in exports of prawns, octopus, and other wild-caught species. The government has been implementing initiatives to improve fishery management, enhance processing capacity, and attract foreign investment. These efforts aim to strengthen Tanzania's position in regional and global seafood markets, while promoting sustainable fishing practices to preserve marine resources.





# PANGASIOUS NEWS

## *Vietnam Strengthens Global Leadership in Sustainable Pangasius Production*

### **Phu Huu (Dong Thap): Pangasius and red tilapia maintain growth momentum**

Vietnam continues to affirm its position as the world's leading pangasius producer, with both domestic farming efficiency and international market reach showing strong momentum. In **Đồng Tháp's Phú Hựu commune**, pangasius farming—alongside red tilapia—maintains steady growth thanks to favorable weather conditions, stable high market prices, and secure export channels. This success contributes significantly to the local aquaculture sector's overall expansion.

### **Vietnam leads the world in ASC certified pangasius production**

A critical factor behind high productivity lies in seed quality. Industry experts stress that selecting healthy, certified pangasius fry from reputable hatcheries is the foundation for a successful farming cycle. Proper selection—focusing on size uniformity, disease resistance, and physical health—not only reduces mortality but also shortens grow-out periods and boosts profitability, especially in high-density systems such as **Biofloc and RAS**.





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# PANGASIOUS NEWS



ASC-certified farms demonstrate notable efficiency gains—saving an average of 144 m<sup>3</sup> of water per tonne of fish, achieving an **88.9% disease** control rate, and ensuring **72.4% compliance** with sludge treatment standards. With **productivity reaching 70.4%**, these farms enhance cost-effectiveness while reinforcing Vietnam's reputation for sustainable aquaculture.

● **88,9%**

● **72,4%**

● **70,4%**

On the global stage, Vietnam has achieved a remarkable milestone: **100% of the world's ASC-certified** pangasius supply now originates from the country. As of 2024, 58 Vietnamese farms have obtained the Aquaculture Stewardship Council (ASC) certification, producing approximately **210,144 tonnes** annually for export to 61 countries, including demanding European markets like the Netherlands, Germany, the UK, and Switzerland.

**100%**

**210,144 tonnes**

**This combination of strong local performance, advanced farming practices, and global certification leadership provides Vietnam with a "GOLDEN KEY" to maintain and expand its pangasius market share in premium, sustainability-focused markets worldwide.**





01

## Pangasius overtakes tilapia in U.S. wholesale streams

According to *Undercurrent News*, despite rising origin prices, pangasius has emerged as the top whitefish choice in the U.S. wholesale market—surpassing tilapia. This shift is attributed to elevated tilapia prices, less favorable inflation tracking, and abundant pangasius supply. However, the overall market remains subdued as wholesalers manage high inventory levels and consumer demand remains soft.

02

## Importers rush to beat the U.S. tariff deadline

*Intrafish* reports that U.S. importers have significantly increased orders for pangasius in anticipation of proposed tariff changes effective August 1st. Vietnam's seafood exporters are experiencing a surge in U.S. demand as firms accelerate shipment timing to mitigate tariff impacts.

03

## US tariff policy

The US market is entering a period of strong fluctuations with the *white fish group*, in which Vietnamese pangasius is assessed to have the potential to increase its market share. The reason for publishing the new tariff policy book is expected to be applied from January 8, 2025, when the US prepares to *impose a 50% reaction tax* on some imported goods from Brazil - the 5th largest supplier of white fish to the US, mainly tilapia.

04

## Pressure in the US on exporting countries

The new US tariff policy will increase the pressure on costs, price negotiations and delivery schedules. Vietnamese enterprises are recommended to continue investing in deep processing, optimizing logistics, and at the same time expanding markets outside the US such as Europe, the Middle East, and Latin America to reduce dependence and respond to global trade risks.



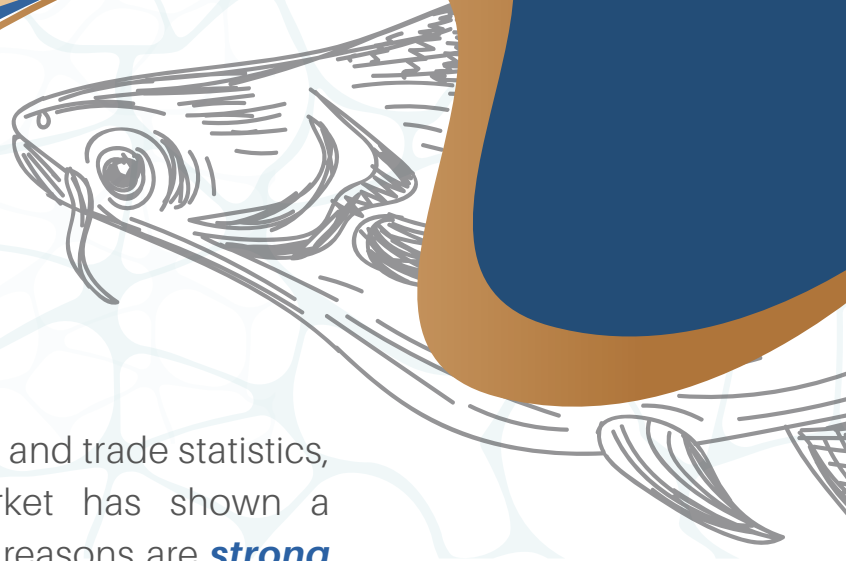


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# THAILAND MARKET



**Pangasius Demand Continues to Decline Due to Competition and Changing Consumer Trends**



According to information from importers and trade statistics, pangasius demand in the Thai market has shown a **declining trend** in Q3/2025. The main reasons are **strong competition from tilapia and marine fish** in the mid-price segment, along with Thai consumers' preference for fresh domestic seafood products.



In addition, factors such as slightly **higher retail prices** for pangasius due to logistics costs and fluctuations in the Thai baht have also affected distributors' purchasing power. Some Thai importers reported that orders for pangasius from Vietnam **dropped by around 10-15%** compared to the same period in 2024.

Nevertheless, the processed pangasius segment (marinated fillets, convenient packaging) has retained a loyal customer base, particularly in major supermarkets in **Bangkok and Pattaya**, thanks to its convenience and suitability for fast consumption needs. However, to regain market share, Vietnamese exporters are advised to diversify their products, improve packaging, and strengthen marketing efforts in this market.





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# SHRIMP NEWS

## OVERVIEW



*The shrimp market is becoming more volatile in week 30 of 2025 (July 21-27, 2025), with prices increasing across the board.*

**Vannamei shrimp:** The most in-demand product in the U.S. is seeing strong growth, buoyed by the added pressure of the impending tariffs. Peeled, cooked, and freshwater shrimp are all seeing significantly higher prices. The persistent need for convenience among U.S. consumers, coupled with growing interest in the freshwater segment, continues to drive price increases.



**Black Tiger Shrimp:** With buyers unable to switch to other options and facing persistent substitution challenges, prices of black tiger shrimp are rising across most segments. The most significant increases have come from large-sized shrimp, which are in high demand. Prices of 4-6 and 6-8 headless, shell-on black tiger shrimp, as well as 6-8 and 8-12 tail-on black tiger shrimp, have all increased sharply.



# SHRIMP NEWS

## OVERVIEW

### *GLOBAL SHRIMP MARKET: SHIFTS AND NEW GROWTH MARKETS*

The global shrimp market is experiencing major changes, with many countries actively seeking alternative markets outside the United States. Key events that have reshaped the global shrimp landscape include the following key factors:

01

#### **The shift away from the US market**

As the Trump administration imposes high tariffs on imports from Asian countries, the shrimp industry has had to quickly seek new markets to reduce its dependence on the United States.

02

#### **EU: Safest and fastest growing market**

For shrimp exporting countries such as Vietnam, India, and Indonesia, Europe has been a stable destination this year, with a 25% growth in supply in the first half of 2025.

03

#### **Japan Market: Exchange Rate Challenge**

Japan, although previously a fairly stable market, has seen significant growth in 2024 and early 2025. However, the big challenge for Japan now is the exchange rate.

04

#### **Vietnam: Emerging as a strong domestic consumption market**

Vietnam is becoming a large domestic shrimp consumption market, with very high demand for live shrimp in the southern regions, especially Ho Chi Minh City.



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## SHRIMP NEWS

# ARGENTINA MARKET

The Argentine shrimp industry is facing a severe crisis as a nearly **10-month-long dispute** between the SOMU sailors' union and vessel owners has left more than **100 red shrimp boats** idle, causing export losses of around **USD 200 million** and temporarily putting **5,000 workers out of work**.

The supply disruption has driven red shrimp prices in Europe and North America sharply higher:

- In Milan: size L1 at **EUR 9.50/kg**
- In Spain: size L1 at **EUR 9.00/kg**

Although Vannamei shrimp from Ecuador is cheaper (around **EUR 6.50/kg**), consumers still prefer wild-caught Argentine shrimp when available. However, the prolonged disruption is forcing many buyers to temporarily halt purchases or switch to alternative products.





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## SHRIMP NEWS

# CHINA MARKET

In the first half of 2025, China – the world's second-largest shrimp importer by value – recorded a **4%** year-on-year decline in imports of frozen warm-water shrimp, down to **429,448 tons**. However, thanks to a 9% increase in the average import price, the total import value still rose by 5%, reaching **USD 2.26 billion**, equivalent to USD 5.27/kg compared to USD 4.84/kg in 2024.

Although this was the lowest six-month import volume since the first half of 2022 – when China's economy was still affected by COVID-19 lockdowns – June data showed clear signs of recovery. In June alone, China imported **85,901 tons** worth **USD 442 million**, up 9% in volume and 17% in value year-on-year. This result indicates that an upward trend is taking shape in the second quarter.





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## SHRIMP NEWS

# EU MARKET

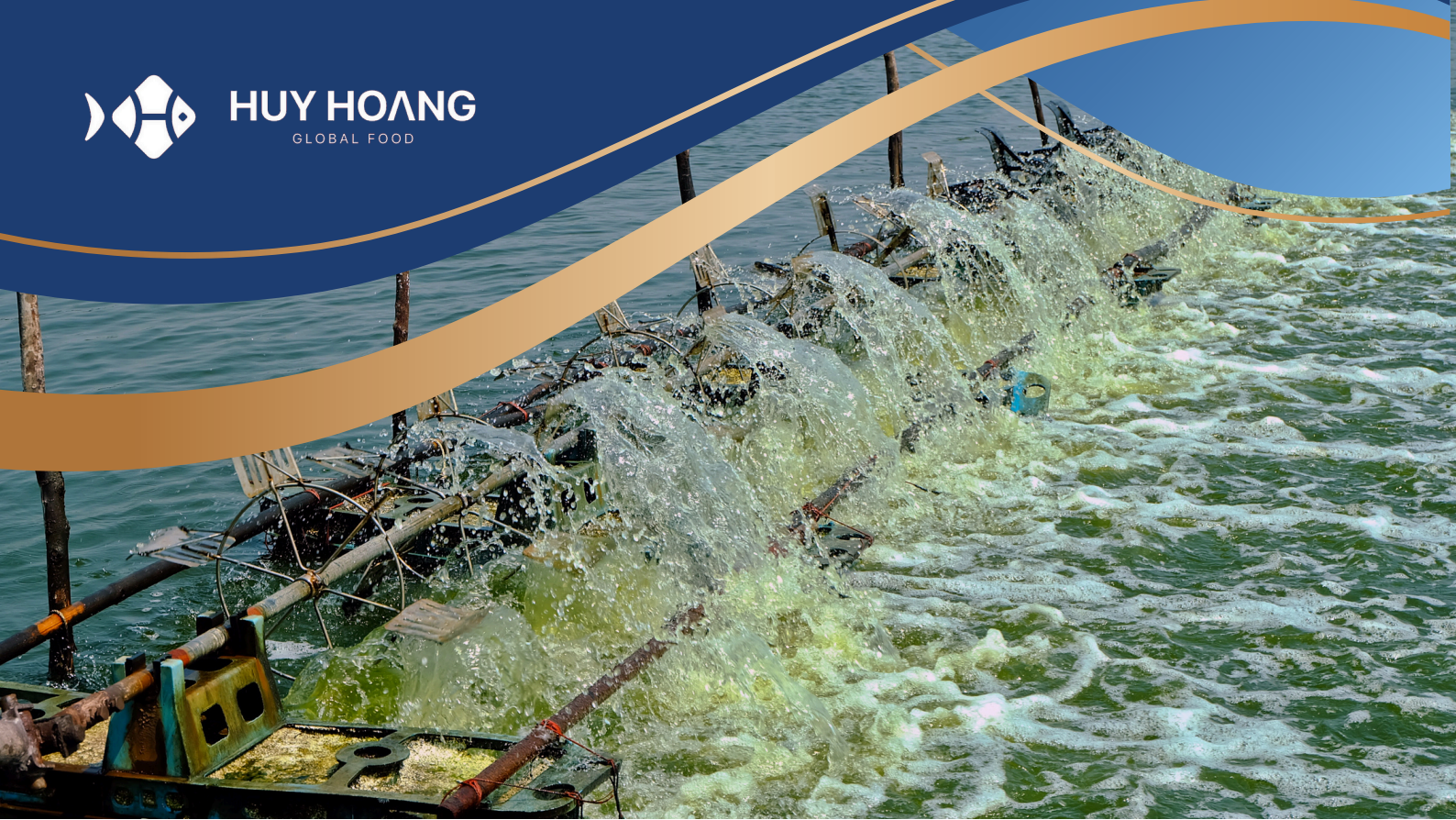
In May 2025, the European Union (EU) imported a total of **40,547 tons** of frozen warm-water shrimp and processed shrimp, up 27% year-on-year – the highest May volume on record. The import value reached **EUR 246 million**, an increase of 24%. From the beginning of the year to the end of May, the EU imported **164,701 tons** of shrimp, up 19% compared to the same period in 2024, with the corresponding value reaching **EUR 1.075 billion**, up 28%.

- **Southern Europe** (Spain, France, Italy) accounted for nearly two-thirds of the total volume, **up 31%** in May
- **Northwestern Europe** (Germany, the Netherlands, Belgium) also **rose 27%**, while **Eastern Europe dropped 28%**
- **Ecuador** maintained its number one position with 24,188 tons in May (**+39%**) and 88,625 tons over the first five months
- **India** ranked second with 4,817 tons in May (**+25%**) and 21,363 tons year-to-date
- **Vietnam** saw strong growth of 53% in May with 4,791 tons, bringing its total exports in the first five months to 19,549 tons (**+23%**)





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# SHRIMP NEWS

## RAW MATERIAL SITUATION

*Ca Mau aims to become the country's center for effective and sustainable shrimp farming.*

On July 27, the People's Committee of Ca Mau province announced a plan to develop breakthrough production in the shrimp industry by 2025, with the goal of building Ca Mau into an [effective and sustainable shrimp farming](#) center of the Mekong Delta region and the whole country.

Specifically, Ca Mau aims to maintain [198,000 hectares](#) of improved extensive shrimp farming, with an average yield of [450 kg/ha/year](#); of which [100,000 hectares](#) will achieve [550 kg/ha/year](#) or more. The area of super-intensive shrimp farming will remain stable at [13,200 hectares](#), with a yield of [20-21 tons/ha/year](#); of which [1,000 hectares](#) will apply a circular process, without discharging waste into the environment.



# TUNA NEWS

## *New US tariff decree puts pressure on Vietnamese tuna*

*On the morning of August 1 (Vietnam time), US President Donald Trump signed an executive order imposing reciprocal tariffs of 10% to 41% on imports from dozens of trading partners. Notably, major tuna suppliers to the US such as Vietnam (20%), Thailand (19%), Indonesia (19%), and Ecuador (15%) are all on the list of tax adjustments.*

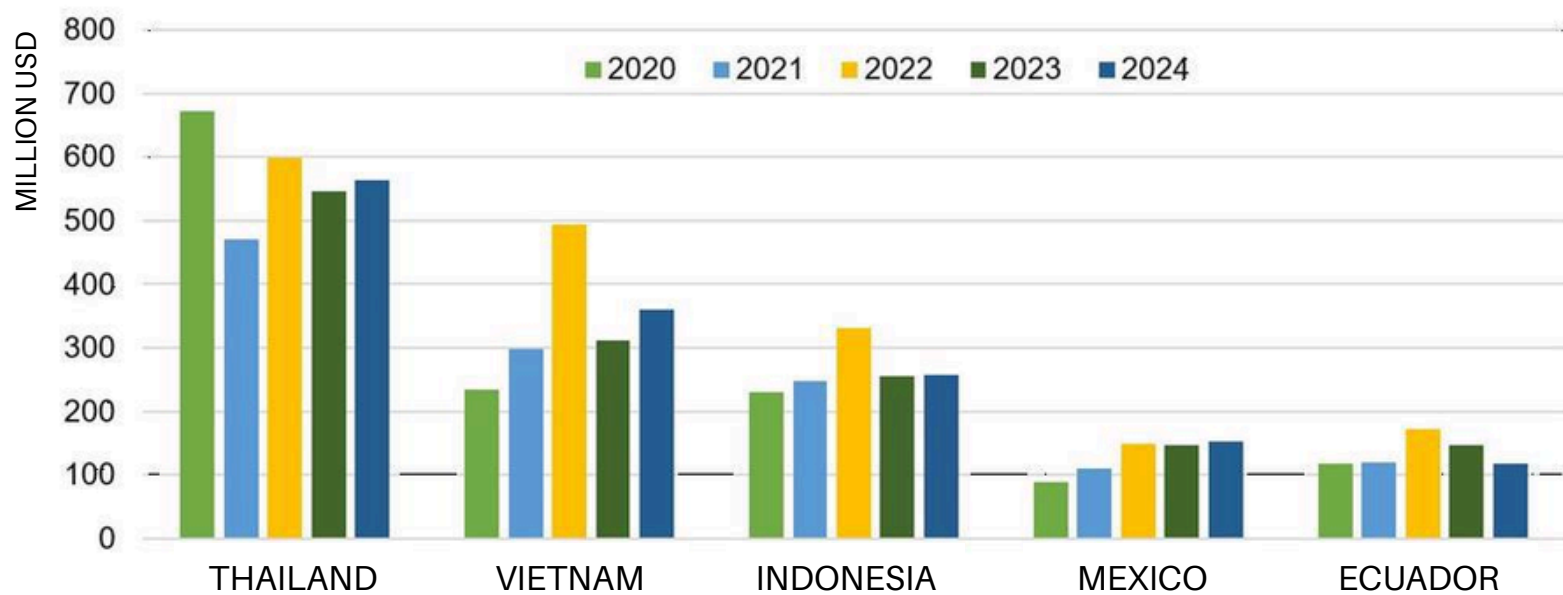
According to statistics from the US Department of Agriculture, Thailand, Vietnam, Indonesia, Mexico and Ecuador are the five largest tuna suppliers to the US market. Of which, Thailand is the country that accounts for the highest proportion of total tuna imports to the US, with 28%, followed by Vietnam at 18%, Indonesia at 13%, Mexico at 8% and Ecuador at 6%.





# TUNA NEWS

## US TUNA IMPORTS FROM 5 LARGEST SOURCES



With the lowest tax rate (15%) just announced, Ecuador is emerging as the country that benefits the most from the new decree. The advantage of geographical location near the US, low logistics costs and international standard processing capacity make Ecuador a more attractive choice for US importers.

Vietnam, despite its good growth rate in recent years, is facing a big challenge when it is subject to the highest tax rate among the major suppliers. Specifically, Vietnam's tuna exports to the US market in the second quarter of 2025 will only be at the same level as the same period in 2024. In June alone, exports to this market decreased by 41%.



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# CEPHALOPODS NEWS

*Squid and octopus exports to Thailand surged in the first half of the year*

## SQUID

In the export structure, squid continued to be the main product with a turnover of 32.5 million USD, accounting for 98.4% of the total turnover, up 35.6%. Notably, dried and grilled squid products (including instant dried squid) reached 30.24 million USD, up nearly 30% - continuing to be a product group favored by the Thai market thanks to its convenience and suitability to consumer tastes.

A notable bright spot was live, fresh and frozen squid with a turnover of 2.276 million USD, a sudden increase of 254%. This shows that the demand for imported raw materials for processing and fresh consumption in Thailand is increasing strongly. This is a signal that Vietnam is gradually expanding its product range and meeting the diverse needs of this market.





# CEPHALOPODS NEWS

## OCTOPUS

Although accounting for only a small proportion of the total turnover, octopus exports from Vietnam to Thailand still recorded impressive growth, reaching 0.513 million USD, up to 149.9%. Of which, processed octopus rose strongly with a growth rate of up to 250.9%, reflecting the increasing demand for processed products and high added value.

Dried, salted, live, fresh or frozen octopus also showed positive signals with a growth rate of 43.4%. This is the basis for Vietnamese seafood enterprises to consider investing and expanding octopus product lines in the coming time, especially products with high processing content.





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# SURIMI NEWS

*According to data from the Vietnam Customs Department, Vietnam's surimi exports in the first 6 months of 2025 reached 164.94 million USD, an increase of 28.7% over the same period in 2024.*

## **Asian markets continue to play a leading role**

**South Korea** remained the largest export market with a turnover of 42 million USD, up 26% year-on-year. However, in June, the turnover to this market decreased slightly compared to May, indicating a period of demand adjustment after the vibrant first and second quarters.

**Thailand** reached 39 million USD, up 28% compared to the same period, continuing to act as a hub for surimi re-export in the ASEAN region.

**China & Hong Kong** recorded the highest growth among the key markets, reaching 22 million USD, up 49%. This is the result of China boosting imports of domestic processing materials while domestic supply is facing difficulties.





# SURIMI NEWS

## *CPTPP bloc and Japan recover steadily*

Exports to CPTPP member countries reached nearly 26 million USD, up 19%, thanks to the recovery of orders from **Japan** (up 24%), **Malaysia** (up 6%), and **Canada** (up 21%). This is a positive signal showing that tariff incentives when exporting to countries participating in the CPTPP agreement are still effective in maintaining the competitive advantage of Vietnamese seafood products.

## *EU market records strong but uneven growth*

Total exports to the EU reached US\$13 million, up 3%, with a large contribution from **Lithuania** (\$11 million, up 45%). Some small markets saw sharp growth compared to the same period, such as **Spain** (+840%) – but still small in scale (less than US\$1 million), **Belgium** (+156%). **Meanwhile, France and Italy still decreased**, but the rate of decrease is slowing.





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# SURIMI NEWS

## *US market slows down*

Export turnover to the US in the first 6 months of 2025 reached 6 million USD, up 15% compared to the same period in 2024. However, June alone decreased sharply by 35.4% compared to the previous month. This decline raises the alarm about the possibility that the US is adjusting its import policy or redirecting orders to other suppliers, especially in the context of the reciprocal tax policy and anti-subsidy investigation being expanded in the seafood industry.

## *Expand exports to niche markets*

Many small or emerging surimi export markets of Vietnam are recording triple-digit growth, such as the **UAE** up 470%, **Mauritius** up 261%, **New Zealand** up 1,171%. This shows that the market space is still very large if businesses focus on products that suit the tastes of each market.







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# THANK YOU FOR READING



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