

Vietnam diversifies export markets beyond key buyers China, US and South Korea

25 May 2026 | News

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Vietnam's fruit and vegetable export sector recorded a total turnover of \$2.67 billion in January–May 2026, marking a 16 per cent year-on-year increase, according to data from the Department of Customs. Export earnings in May alone were estimated at \$614.79 million, remaining stable compared to the same period last year.

Despite steady import growth, the sector maintained a strong external position. Imports of fruits and vegetables reached over \$245 million in May, up 25 per cent year-on-year, bringing total imports for the January–May period to nearly \$1.3 billion. This resulted in a trade surplus of approximately \$1.37 billion, underscoring continued competitiveness in Vietnam's horticulture exports.

Key export markets including China, the United States, and the Republic of Korea remained dominant destinations, while shipments to Europe and Southeast Asia, including the Netherlands, Germany, and Malaysia, posted notable growth. This diversification has helped reduce dependence on a limited number of trading partners.

Among product categories, durian emerged as the standout export driver, with Q1 turnover reaching nearly \$222 million, a year-on-year increase of 127.8 per cent. Growth was supported by expanded approved growing-area codes and strengthened compliance systems.

Traditional export fruits such as dragon fruit, bananas, mangoes, and coconuts continued to perform steadily. Coconut, in particular, has been identified as a strategic export commodity with long-term growth potential.

According to Vietnam's Agency of Foreign Trade under the Ministry of Industry and Trade, global import demand is expected to remain strong through 2026, supported by rising health-conscious consumption patterns and gradual economic recovery. The global fresh fruit and vegetable market is projected to reach \$934.6 billion this year.

Looking ahead, Vietnam's fruit and vegetable exports are expected to maintain positive momentum as peak harvest seasons approach, supported by improving supply capacity, enhanced quality standards, and strengthened traceability systems across key value chains.