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New Zealand red kiwifruit enters Vietnam market at premium price

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New Zealand's RubyRed kiwifruit has officially arrived in Vietnam for the first time through large-scale imports, priced at around VND350,000 (US$13.29) per kilogramâ??20% higher than gold kiwifruit.

The fruit has quickly gained popularity among consumers over the past two weeks due to its vibrant red flesh, unique flavor, and edible peel. Hoa, a consumer in Ho Chi Minh City (HCMC), expressed surprise at the red color, different from the usual green or yellow kiwifruit, and purchased two boxes for VND700,000, noting its sweeter and more intense taste. Previously, the fruit was occasionally hand-carried into Vietnam and sold at around VND500,000 per kilogram. However, official imports in larger volumes have reduced prices by approximately 30%.

Developed by Zespri, the worldâ??s largest kiwifruit producer, through a natural breeding program in New Zealand, RubyRed is characterized by its rich sweetness and natural red hue, attributed to anthocyaninsâ??antioxidant compounds commonly found in berries. However, its availability is limited due to a short growing season of 6â??8 weeks and lower yields compared to green and gold varieties.

Zespriâ??s first shipment to Vietnam this month has proven successful, with the variety becoming the top-selling kiwifruit at Farmersâ?? Market, according to co-founder Vo Thanh Loc. Meanwhile, Lu Minh Quang, import director of Biovegi Vietnam, revealed that the company has ordered an initial shipment of 80 tons for distribution in Hanoi and HCMC, as sellers test market demand. This milestone marks the introduction of a premium kiwifruit variety to Vietnamese consumers, offering a distinctive taste experience while reflecting the growing demand for high-quality imported fruits. Retailers and distributors are optimistic about the fruit's reception as it continues to attract attention for its striking appearance and superior flavor profile.