AgroSpectrum ASIA
Envisaging Future | Updating Present

Vietnamâ??s meat exports hold value despite volume contraction as imports surge amid rising domestic demand

01 June 2026 | News

Exports to 25 international markets generated $40.8 million in the first four months of 2026 despite lower shipment volumes, while accelerating imports underscore mounting competitive pressures and evolving consumption dynamics

Exports to 25 international markets generated $40.8 million in the first four months of 2026 despite lower shipment volumes, while accelerating imports underscore mounting competitive pressures and evolving consumption dynamics

Vietnamâ??s meat and meat products sector is navigating a period of contrasting trade dynamics, with export values remaining resilient despite declining shipment volumes, even as imports accelerate sharply to meet growing domestic demand and changing market requirements.

According to data released by the General Department of Customs, Vietnam exported approximately 5,700 tonnes of meat and meat products during the first four months of 2026, generating export earnings of $40.8 million. While export volumes declined by 20.8 per cent compared with the corresponding period last year, export value increased by 2.9 per cent, reflecting stronger average export prices and a shift toward higher-value product categories.

Vietnamâ??s meat exports reached 25 international markets during the review period, highlighting the sectorâ??s continued global presence despite challenging market conditions.

Hong Kong (China) retained its position as Vietnamâ??s largest export destination, accounting for 37.25 per cent of total export volume and 46.4 per cent of export value. Shipments to the market reached 2,100 tonnes valued at $18.93 million. However, exports to Hong Kong registered a significant decline of 41.6 per cent in volume and 24.7 per cent in value compared with the same period in 2025, reflecting softer demand and intensifying competition from alternative suppliers.

Industry observers note that Hong Kong remains a strategically important market for traditional Vietnamese meat products, particularly frozen suckling pigs and frozen pork products.

Beyond Hong Kong, exports to Canada, Malaysia, South Korea, Spain and Lebanon also recorded declines, while shipments to China, France, Singapore, the United States, and Cambodia expanded, indicating a gradual diversification of Vietnamâ??s export portfolio.

Fresh, chilled, and frozen pork continued to dominate Vietnamâ??s meat export basket, accounting for 40.29 per cent of total export volume and 50.24 per cent of export value. Exports of the category totaled 2,300 tonnes valued at $20.5 million, representing declines of 24.6 per cent in volume and 12.7 per cent in value year-on-year.

In contrast, Vietnamâ??s meat imports posted robust growth during the same period. Total imports reached 313,070 tonnes valued at $928.83 million, representing increases of 11.2 per cent in volume and 37.6 per cent in value compared with the first four months of 2025.

India maintained its position as Vietnamâ??s largest meat supplier, accounting for nearly 24 per cent of total import volume. Imports from India reached 74,400 tonnes valued at $310.11 million, registering growth of 31.6 per cent in volume and 59.4 per cent in value year-on-year.

Imports from the United States, Canada, Spain, Germany, Turkey, and Italy also recorded strong growth, while shipments from Russia, South Korea, Poland, and Argentina declined.

Poultry meat and poultry by-products represented the largest share of imported volumes at 37.27 per cent, while frozen buffalo meat accounted for 31.9 per cent of total import value. Imported pork represented 13.77 per cent of total import volume and approximately 10 per cent of total import value, indicating continued strength in domestic pork production.

A notable development was the decline in imported pork prices. The average import price stood at $2,143 per tonne during the first four months of 2026, down 19.3 per cent from the previous year, enhancing the competitiveness of imported products in the domestic market.

Meanwhile, domestic livestock markets showed signs of strengthening. Live hog prices increased across all major producing regions during May 2026, supported by steady consumer demand, tightening supplies, and rising production costs.

Industry analysts believe Vietnamâ??s meat sector is entering a phase where export diversification, value-added processing, and market expansion will become increasingly important. At the same time, balancing rising imports with domestic production competitiveness will remain critical to ensuring long-term sustainability and resilience within the countryâ??s livestock economy.