

**FOOD
EXPO**
VIETNAM

**FOOD
EXPO**
international

2025 POST-SHOW REPORT

12-15 November

Saigon Exhibition &
Convention Center

SECC

www.foodexpo.vn

[better food, better life](#)

H.E. Phan Thi Thang
Deputy Minister
Ministry of Industry and Trade of Vietnam

“ Over more than a decade of accompanying food & drink businesses, Vietnam Foodexpo has created a strong appeal, attracting thousands of domestic and international enterprises to participate. With professional and effective organization, Vietnam Foodexpo has helped companies in the food industry introduce and promote their brands, strengthen business cooperation, and expand import-export markets. ”



EXHIBITION at a glance

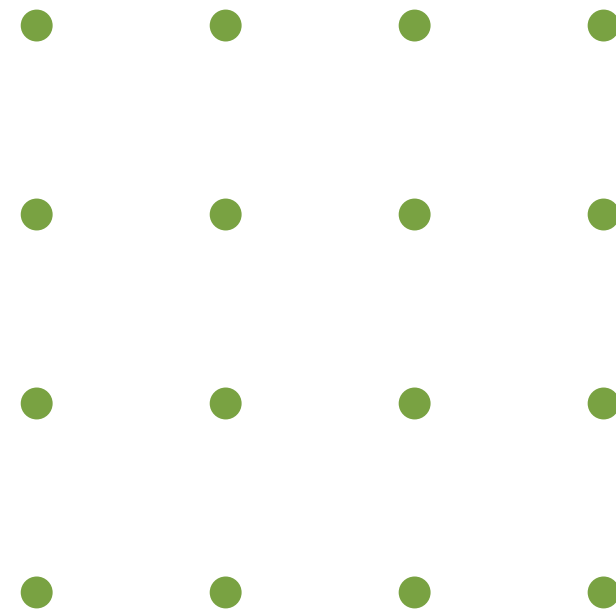
396
exhibitors

502
stands

20
countries

10,000+
sqm exhibiting space

21,268
trade visitors



EXHIBITOR Profile



TOP 4 EXHIBITING COUNTRIES

Vietnam
China
Republic of Korea
Japan



EXHIBITOR ORIGINS (outside Vietnam)

—
83%
Asia

—
15%
Europe

—
2%
others

EXHIBITOR Profile

by product sectors

10.21%

Drinks

24.38%

Food Ingredients

11.56%

Fruits & Vegetables



6.92%

Food Technology

31.61%

Fine Food

4.93%

Seafood

7.85%

Coffee and Tea

2.54%

Others



“Vietnam Foodexpo 2025 opens a great opportunity for SASAKI and Japanese partners to build a sustainable, creative and digital agricultural value chain, serving as an important step forward in Vietnam - Japan cooperation on agriculture and food.”

Akai Sun
Hanel PT Nexttech JSC



EXHIBITOR Profile by business nature



EXPORTERS



PROCESSORS



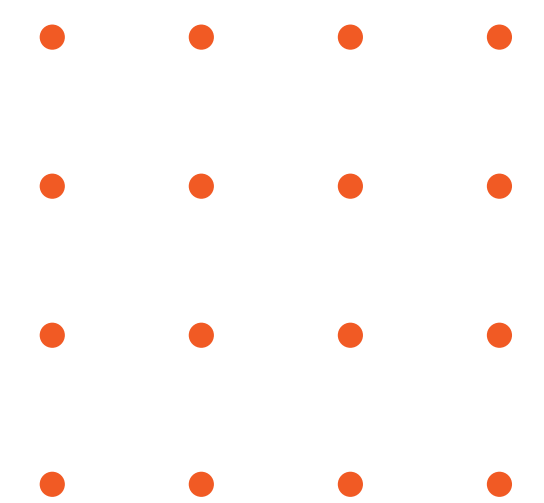
TRADERS



IMPORTERS



OTHERS





HANUTI VIETNAM

“ Hanuti maintains a consistent presence at the annual Vietnam Foodexpo as it serves as a key platform for the company to:

- Strengthen its brand positioning within the organic agriculture industry;
- Reconnect and deepen relationships with long-standing partners;
- Establish new touchpoints with its core target customers;
- Showcase agricultural products sourced from regions certified to international organic standards. ”

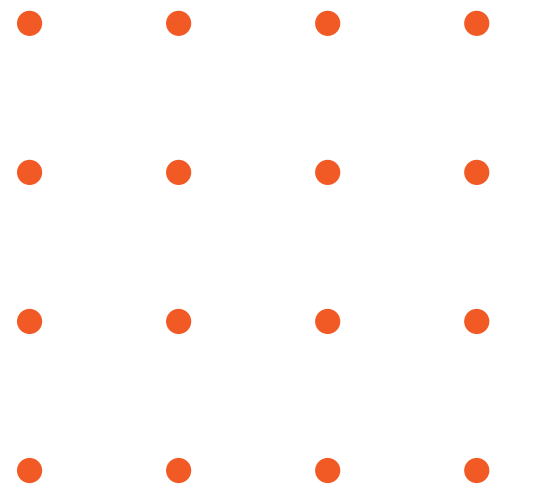
VISITOR PROFILE





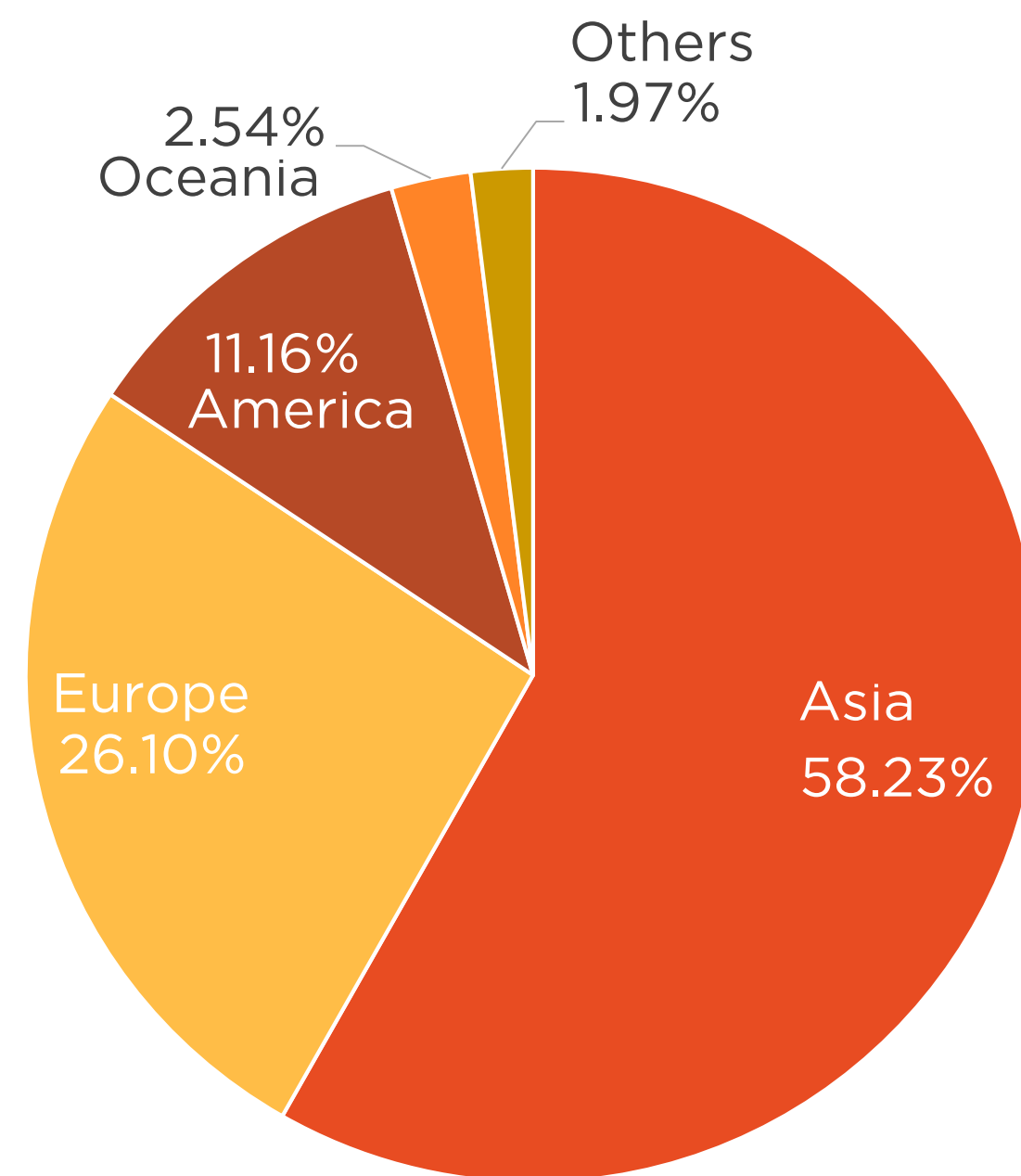
21,268
trade visitors

from
40
countries/
territories



17,557
domestic visitors

3,711
international visitors



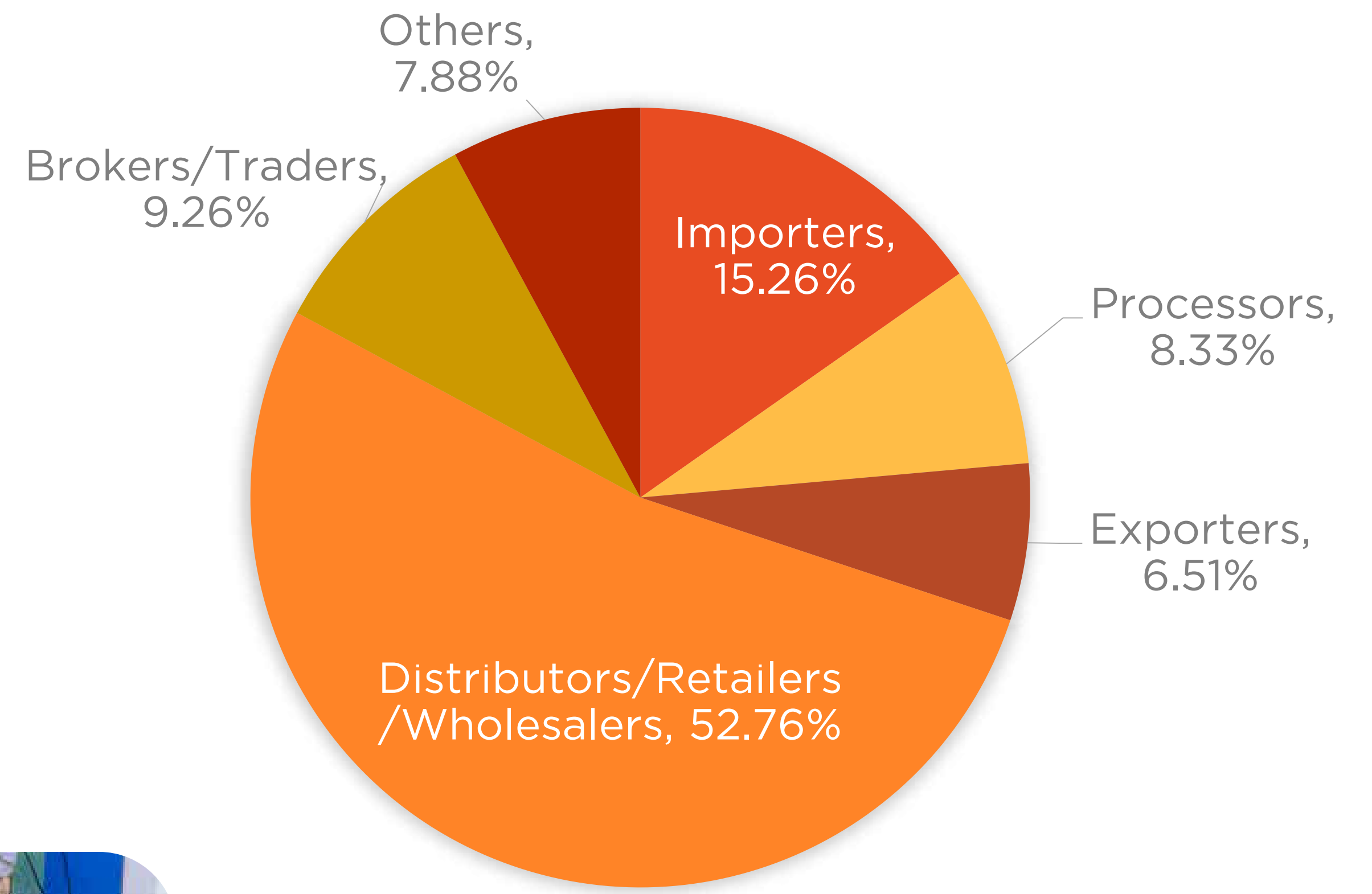


“I am a coffee importer and was very impressed by both the products and the packaging of Vietnamese companies. At the exhibition, I had the opportunity to meet many high-quality Vietnamese businesses. I sincerely thank the organizers and look forward to visiting Vietnam next year to explore more products for my company.”

Louis Jean Laurent
Director
APS (Canada)
Canadian buyer

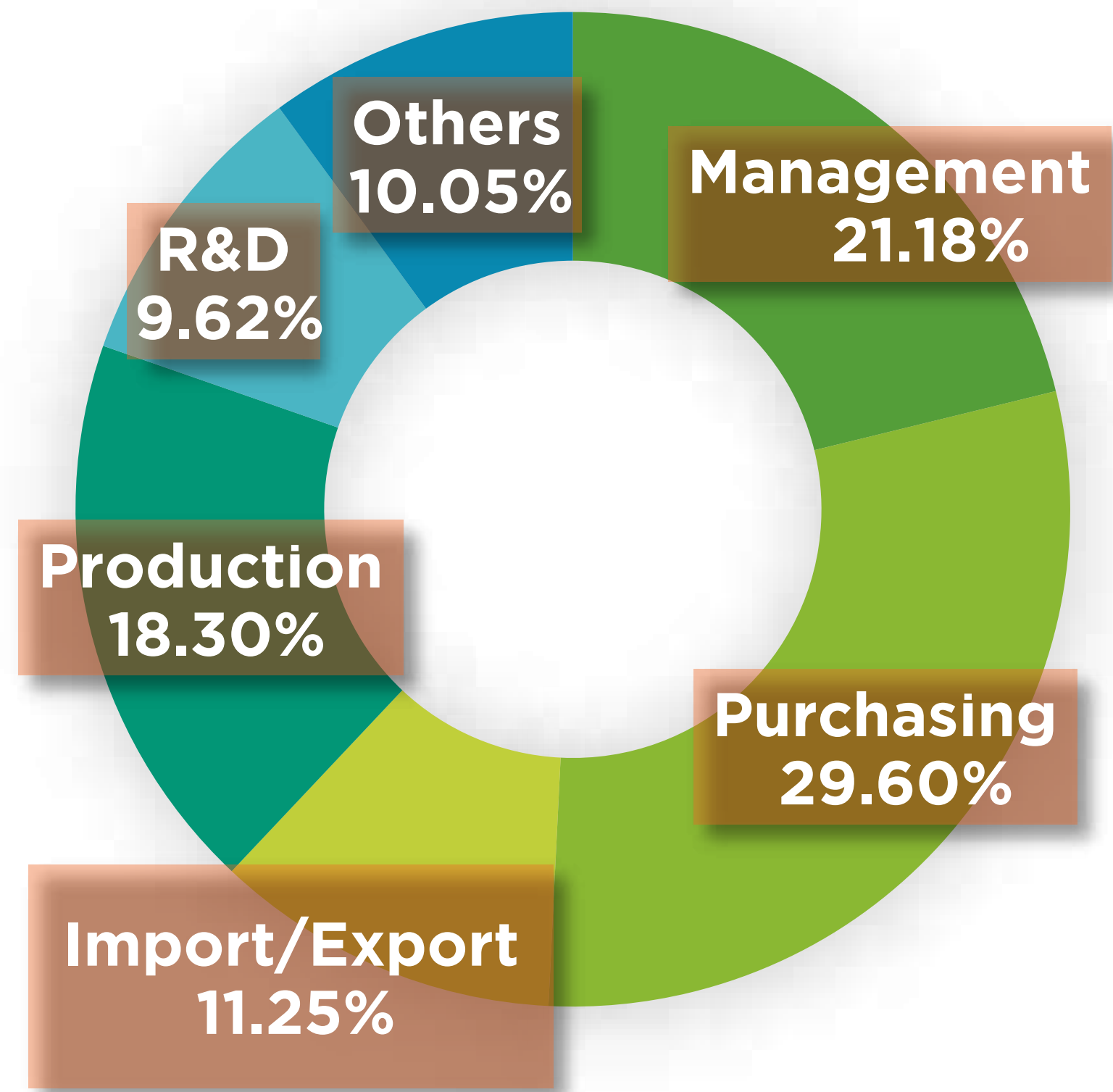
VISITOR Profile

by business nature





29.6%
purchasing

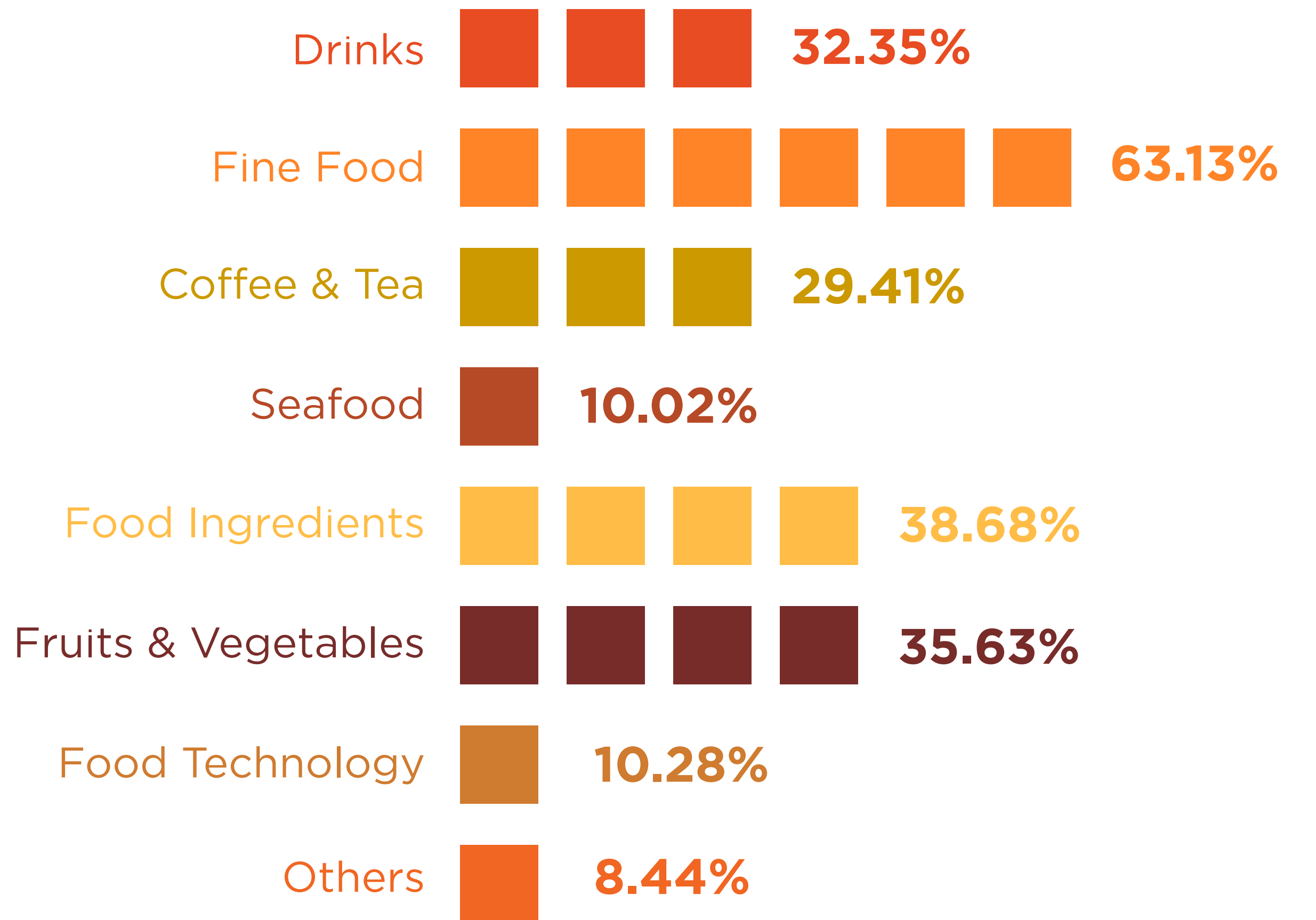


VISITOR Profile
by key responsibilities



“Last year, I attended Vietnam Foodexpo, where I discovered a wide range of high-quality products. This year, I am pleased to return and currently working with several Vietnamese enterprises to introduce their products to the Japanese market.”

Kiyoshi Muramatsu
Director
Lieu Tou Industry Co., Ltd
Japanese buyer



**VISITOR
Profile
by interest**

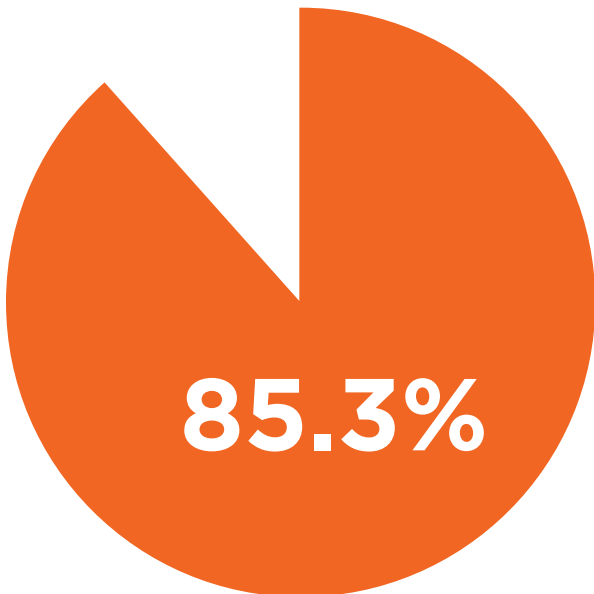


EGGYOLK COFFEE

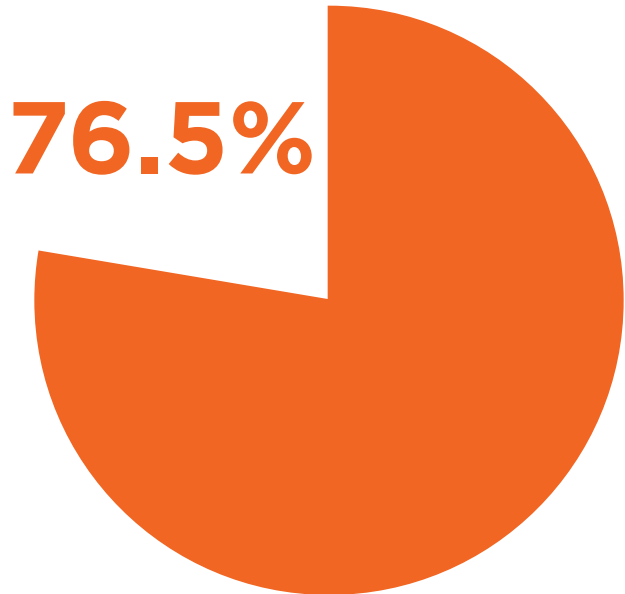
Vietnam Foodexpo 2025 delivered tangible value to Eggyolk Coffee, not only in terms of brand visibility but also through meaningful business opportunities and market expansion. The exhibition enabled Eggyolk to validate the market fit of its products while simultaneously opening up multiple new development pathways for the next growth phase.

Compared to 2024, the overall quality of visitors was notably higher, with discussions more directly focused on clear and concrete business needs.

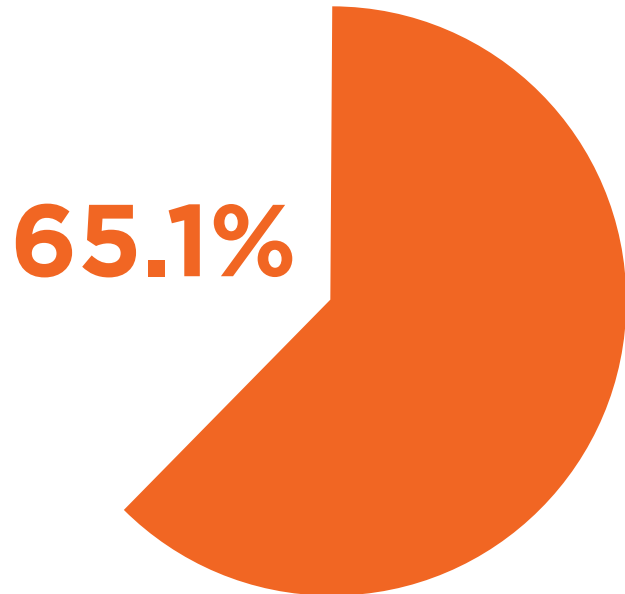
EXHIBITORS' FEEDBACK



Improving brand recognition



Generate leads



Finding new buyers



EXHIBITORS' FEEDBACK

80.2%

satisfied/very satisfied with the
result of the Exhibition

71.7%

are expected to return in 2026



SEE YOU AGAIN AT
VIETNAM FOOD EXPO 2026

11-14/11/2026

Full view of Global Food & Beverage Sector Tổng nhìn ngành thực phẩm đồ uống

Market size: The revenue of the F&B market is expected to reach USD 9.88 billion by 2025, USD 12.36 billion by 2029. The average growth rate is 8.8% from 2023 to 2029.

Key trends: Product groups with the highest growth rate include cereals and grains, reflecting a trend toward increasingly diverse consumption and a preference for convenience products. In cross-border trade, packaged foods account for the dominant share, with cereals, beverages, and snacks being items of particular interest and high demand.

