

Market brief

Vietnam

Financial year 2023/24

Global exports to Vietnam

Rank #14 in the global dairy market (by volume).

Destination for over 360,000 tonnes of dairy product, worth over US\$960 million (in 2023/24).

Exports to Vietnam have increased by 3% over five years (2019/20–2023/24).

The biggest volume growth (product categories exceeding US\$20 million) has been in:

- Cream (82%)
- Yogurt (79%)
- Cheese (68%).

The biggest volume decline (product categories exceeding US\$20 million) has been in:

- Butter Oil (–63%)
- Whole Milk Powder (–30%)
- Infant Powder (–11%).

Australian market share

Rank #5 in the share of Vietnam import volume.

Destination for over 29,000 tonnes of Australian dairy product, worth US\$105 million (in 2023/24).

Exports to Vietnam have increased by 39% over five years (2019/20 – 2023/24).

The biggest volume growth (product categories exceeding US\$1 million) has been in:

- Whey Powder (11284%)
- Skim Milk Powder (430%)
- Infant Powder (346%).

The biggest volume decline (product categories exceeding US\$1 million) has been in:

- Milk (–57%).

Tariff environment

Australia and Vietnam are both party to the multilateral ASEAN–Australia–New Zealand Free Trade Agreement (AANZFTA). Entry came into force in January 2010, with a reduction in tariffs for selected dairy products. Australia and Vietnam are also signatories of the Comprehensive and Progressive Agreement for Trans–Pacific Partnership (CPTPP). This came into force on December 30th, 2018, for Australia and January 14th, 2019, for Vietnam. Dairy trade between Australia and Vietnam is fully liberalised. A schedule of Vietnam tariffs can be found in Table 2.

Key international marketing programs and initiatives

Dairy Australia runs or is involved in a number of marketing programs and activities in Vietnam. These include the Southeast Asia Dairy Scholarship program aimed at familiarising dairy and food industry professionals from the region with aspects of the Australian dairy industry and the Southeast Asian Alumni Program for past scholars. Outside of COVID–19 travel restrictions, Dairy Australia regularly visits Vietnam and presents seminars to local industry players in key markets.

Figure 1 Dairy imports

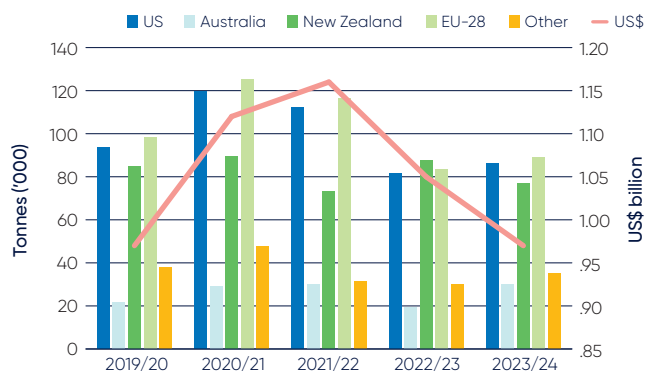


Figure 2 Top dairy exports to Vietnam by volume

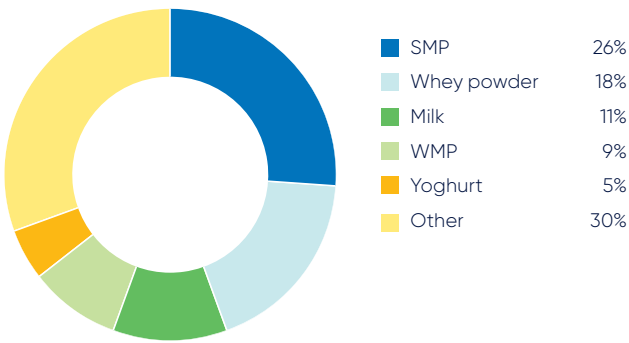


Figure 4 Top Australian dairy exports by volume

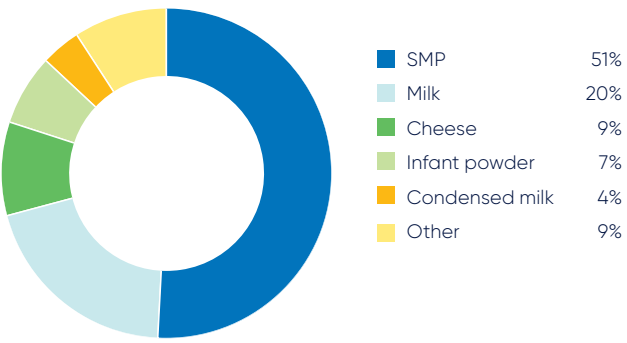


Figure 3 Top dairy exports to Vietnam by US\$ value

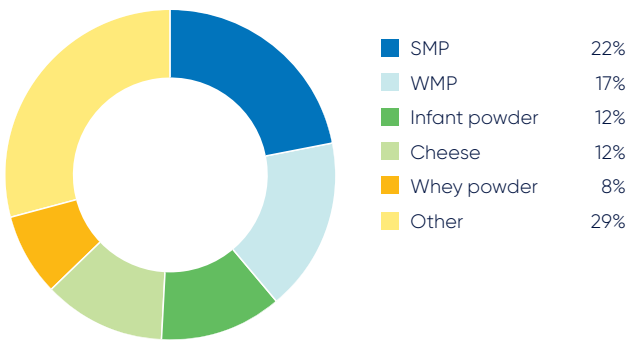


Figure 5 Top Australian dairy exports by US\$ value

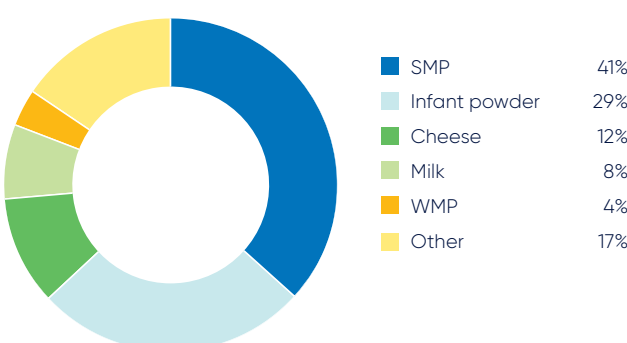


Table 1 Australia exports

Product group	Market share (US\$ %)		Volume ('000)		Value (million US\$)	
	2019/2020	2023/2024	2019/2020	2023/2024	2019/2020	2023/2024
SMP	3	17	2.87	15.20	8.02	43.13
Milk	22	80	14.26	6.10	5.75	30.18
Cheese	17	15	1.69	2.69	7.51	12.38
Infant Powder	6	4	0.46	2.04	12.12	8.44
Condensed Milk	31	141	0.47	1.15	2.90	4.72
Total imports	4	11	21.6	29.9	40.5	105.1

Further information

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