

Vietnam Economic News

JAN
2026



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01.

Vietnam - A magnetic hub for global FDI



1 A GLOBAL FDI MAGNET

Top 15 developing nations for FDI attraction worldwide.



2 MARKET UPGRADE

Market cap: 10 quadrillion VND (77.9% of GDP).



3 STRONG FINANCE, STABLE MACRO

Vietnam kept its public debt within a safe 35-36% of GDP.



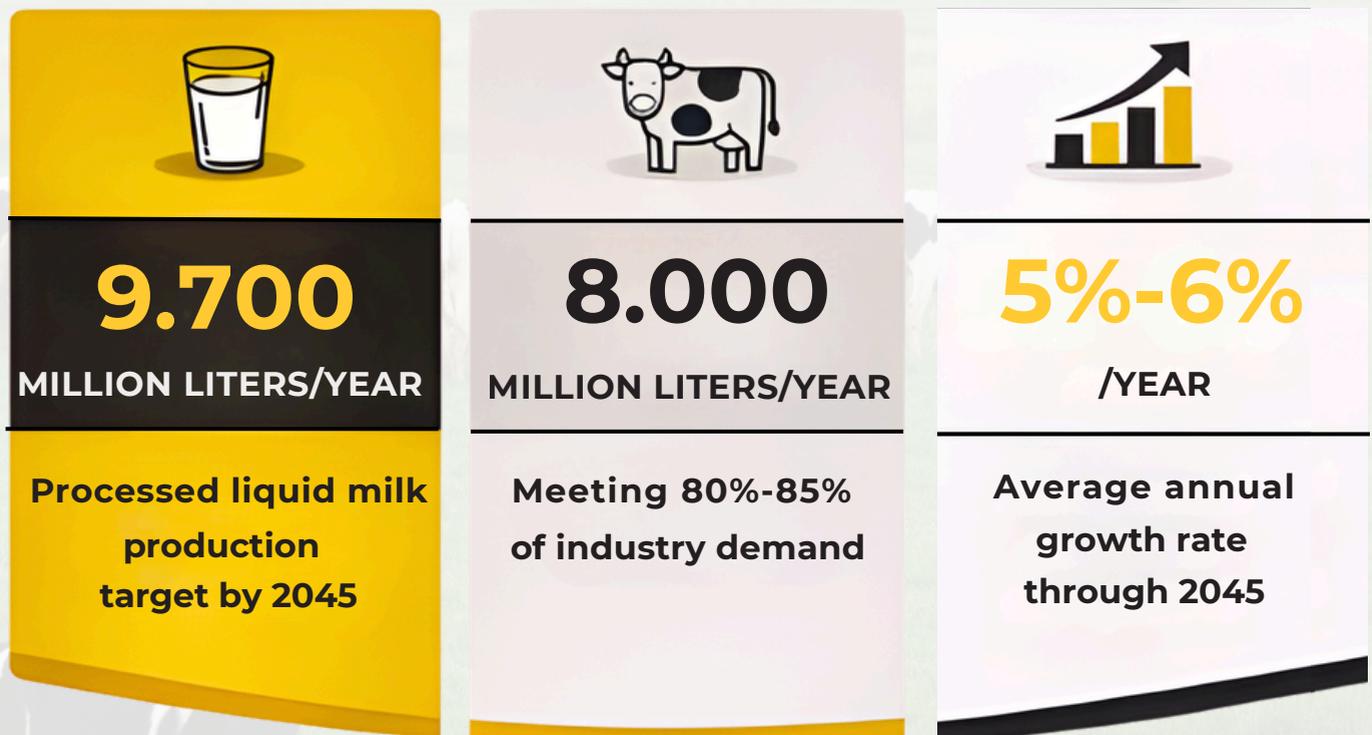
4 STRATEGIC INVESTMENT

Capital expenditure: 40% of the 2030 budget.

02.

Vietnam Dairy 2045 Global Reach & Sustainability

On Feb 23, 2026, Deputy PM Bui Thanh Son signed **Decision 309/QĐ-TTg**, approving the Dairy Development Strategy. This North Star policy aims to build a modern, sustainable industry that integrates deeply into the global value chain by 2045.



TOWARD A GLOBAL DAIRY INDUSTRY

- ✓ Expand production scale
- ✓ Increase raw material self-sufficiency
- ✓ Promote sustainability & high technology

Source: VnEconomy

03.

Rice exports to 7.73 million tons by 2026

KEY PRODUCTION AREA



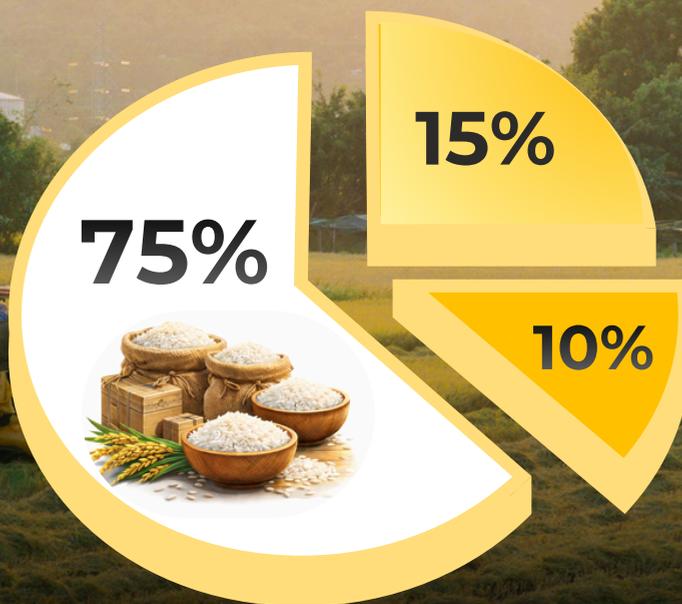
**MEKONG
DELTA**



TOTAL PROJECTED EXPORT

7.73 million tons

RICE EXPORT STRUCTURE



 Sticky Rice

 Rice For Processing

 Premium Fragrant Rice

04.

\$74B Goal for Agri-Forestry-Fishery Exports in 2026

AGRICULTURAL PRODUCTS

37.25 billion USD



SEAFOOD

11.32 billion USD

FORESTRY PRODUCTS

18.5 billion USD



LIVESTOCK PRODUCTS

627.8 million USD

MARKET STRUCTURE

ASIA

45.2%

AMERICAS

22.8%

EUROPE

13.2%

05.

Vietnam Tea: 30% Growth & Rebranding 2026

EXPORT VALUE

21 million
USD

EXPORT VOLUME

12.390 tons

YOY GROWTH

+28%

Compared to Jan 2025

The 30% growth in January 2026 is a **strategic signal**. It proves global demand is surging, but our mission is to pivot from Volume-driven to Value-driven growth.

06.

Vietnam-Singapore Trade: +34% (Q1/2026)

Key Metrics

- ✓ Total Trade Volume: **4.5 billion SGD**
- ✓ Singapore's **10th** Largest Trading Partner
- ✓ Singapore's imports from Vietnam skyrocketed by **100.5%**

Trade Balance

- Singapore Exports to Vietnam: **3.0 billion SGD** (↑ 13.6%) ✓
- Singapore Imports from Vietnam: **1.6 billion SGD** (↑ 100.5%) ✓
- Singapore's Trade Surplus: **~1.4 billion SGD** ✓

Core Sectors

- ✓ Machinery
- ✓ Electronic equipment
- ✓ Components

07.

Vietnam's wood industry triumph in the U.S market

**TOTAL U.S.
WOOD FURNITURE IMPORTS**

\$17.8 billion

Vietnam's exports are **4.6 times** higher than China's



While imports from most major suppliers declined, the U.S. actually increased its imports from Vietnam.

PRODUCT CATEGORIES - VIETNAM TAKES THE LEAD



**Bedroom
Furniture**

55%
share



**Wooden
Frame Chairs**

52%
share

Future Outlook

Despite a shrinking global demand, Vietnam's exports started strong in early 2026 with a **13%** increase, driven by political stability and sustainable production.

08.

Exports to the Netherlands Jump 26%

The Netherlands serves as the primary gateway, driving Vietnamese agri-products and electronics deep into the European market.

Total Turnover

\$1.31B

01



02

Growth

26%(YoY)

Market Share

~20%

03



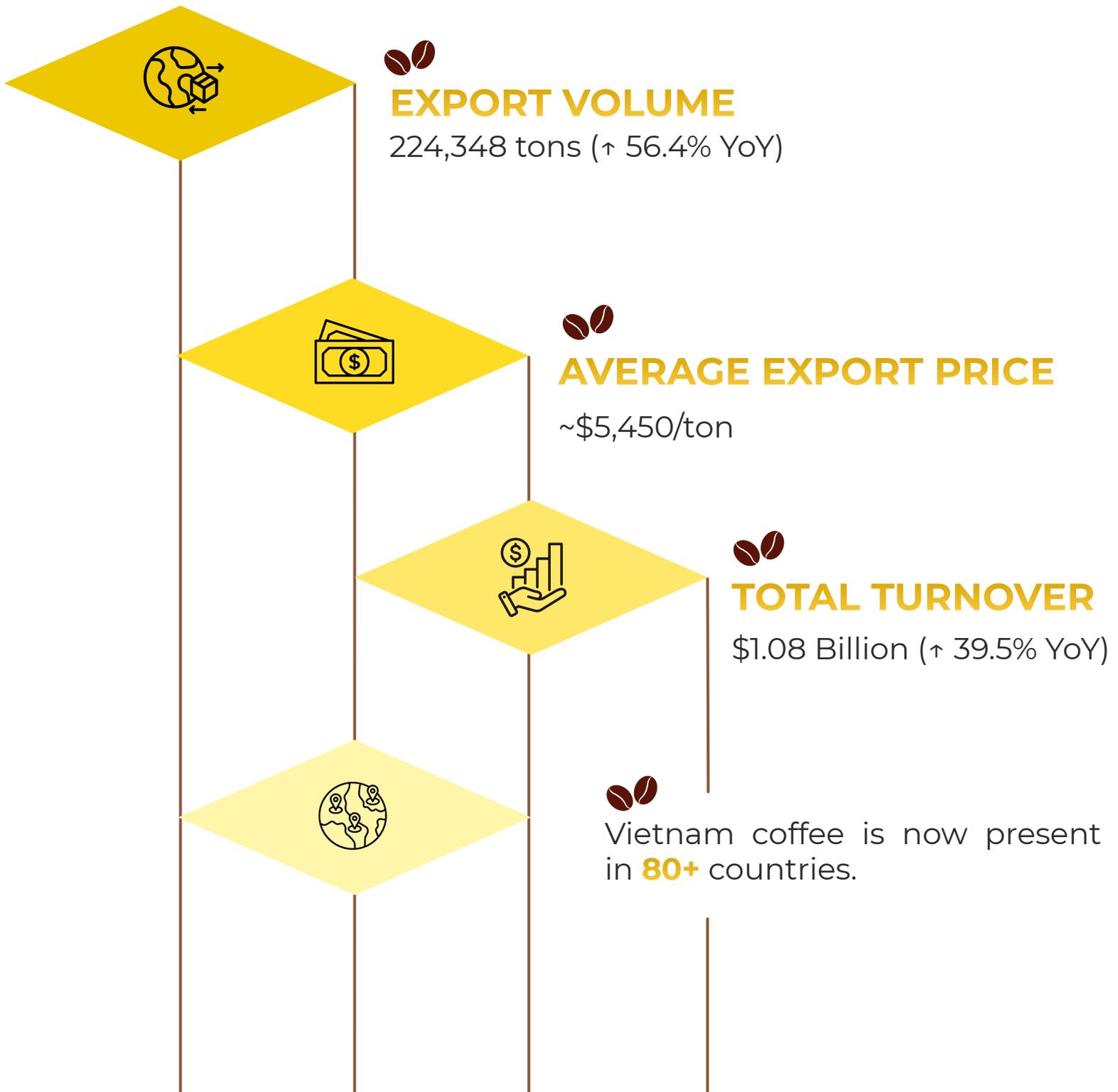
04

EVFTA Utilization

>35%

09.

Coffee Exports Surpass \$1B as Global Demand Peaks



10.

Fruit & Veggie Exports to EU Triple in 4 Years

A RECORD-BREAKING 4-YEAR TRIPLE

Total turnover

477M million USD

▼ **43%** average annual growth

Key Performers

Passion fruit

112.8 million USD

Pistachios

82.7 million USD

Strategic Pivot

2/3 of exports are now deeply processed or frozen, bypassing logistics hurdles and strict EU standards

The quality and deep processing are the "**game changers**" for Vietnamese agricultural produce in the EU market.



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