Vietnam Market Summary & Category Data for Fish & Seafood - Abalone

January 2024

Seafood Industry Australia
The Voice of Australian Seafood

GREAT AUSTRALIAN SEAFOOD

About Seafood Industry Australia

Seafood Industry Australia (SIA) is the national peak-body representing the Australian seafood industry as a whole. With members from the wildcatch, aquaculture and post-harvest sectors of the Australian seafood industry, we are the voice of Australian seafood.

SIA provides consumers, Government and other stakeholders with confident and united representation. Our unity indicates that we love what we do, we stand by our products and that those products are the best in the world.

SIA provides services identified through a process involving member input to fill a critical gap that currently exists, to have more influence on Government decisions, to act as a national industry voice, to be a marketing and communications hub, and to remove obstacles to growth standing in the way of the Australian seafood industry.

Our vision is for the Australian seafood industry to be United, Effective and Respected.

Our mission is to Promote, Protect and Develop the Australian seafood industry on the national and international level.

Agricultural Trade and Market Access Cooperation (ATMAC) Program

The ATMAC program is an Australian Government initiative, expanding trade in Australian agricultural, forestry and fisheries sectors into emerging export markets and/or export markets with high-growth potential. This will be achieved through support for diversification efforts that align with industry priorities.

Seafood Industry Australia's 'marketing, market access and export development for the Australian seafood industry' was funded under the ATMAC Program.

Economic Indicators

- GDP (USD): **$426.00 billion** as of December 2023.
- GDP Per Capita (USD): **$15,320** as of December 2023.
- Currency: **Vietnamese Dong** (VND).
- Exchange Rate: **1 VND = 0.000063 AUD** (01/02/24).
- Mercer's 2023 Quality of Living Ranking: Vietnam's highest-ranking city is **Ho Chi Minh City at 162**, followed by **Hanoi at 167**.
- Human Development Index: **0.703** and ranked **115th** as of 2021.
- Logistics Performance Index: **3.30** and ranked **43rd** globally as of 2023.

Source: Trading Economics, World Bank, Mercer, DFAT

- **Trade Agreements:**
  - Vietnam currently has 50 Bilateral Investment Treaties (BITs) and 19 Treaties with International Provisions (TIPs) in force.
  - Vietnam is also a party to the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and ASEAN-Australian-New Zealand Free Trade Agreement (AANZFTA) that includes Australia and grants preferential treatment for Australian exporters.

Source: https://investmentpolicy.unctad.org/country-navigator

Demographic Indicators

- Total Population: Approximately **101.31 million** as of January 2024.
- Expatriate Population: Approximately **101,550** as of 2022 as per the Ministry of Labour.
- Population Growth: **0.68%** as of 2023.
- Median Age: Approximately **32.70 years old**.
- Urban Population: **37.3%** as of 2022.
- **Population Ethnicity:**
  - 85.32% Kinh
  - 10.87% Others (including Murong, Mong, Khmer)
  - 1.92% Tay
  - 1.89% Thai
- **Dominant Religious Groups:**
  - 86.32% Non-religious
  - 6.1% Catholic
  - 4.79% Buddhist
  - 2.79% Other (including Protestant, Hoahoaism)

Source: Trading Economics, World Bank, Statistics Body for individual countries

Consumer Behaviour & Societal Trends

Key Trends:

- Vietnam consistently recorded high GDP growth figures prior to the COVID-19 pandemic at around 7% annually in 2018 and 2019. Vietnam has experienced much fewer COVID-19 infections relative to other Asia-Pacific nations, causing consumer sentiment to hold firm and the country to consequently deliver positive growth figures in 2020-21.

- Vietnam is becoming more consumerist with a middle class that is forecasted to increase in size by 9.2% over 2018-2023 due to rising disposable incomes, a growing urban population that will reach approximately 55% of the population in 2030 and a consistently growing population.

- Vietnamese consumers are the most environmentally conscious in South-East Asia, with up to 86% of the population surveyed willing to pay more for products with a sustainable background, this phenomenon being most present amongst Generation Z.

- The Vietnamese desire for improved purchasing experiences trumps that for special promotions and is most profound for purchases of fresh food, education and dining out.

- Hyperlocal businesses such as convenience stores are increasing greatly in frequency across the Vietnamese market - proportionate to a shift in consumer preferences, where approximately 76% choose to shop somewhere because of its proximity to home.

- Digital wallet applications are attracting more and more users who desire the convenient nature of payments enabled by these fintech creations, using them for approximately one-fifth of all payments through e-Commerce platforms. This market is dominated by five major firms; SenPay, Payoo, Momo, Moca and AirPay.

- Vietnamese consumers prioritise brand trust and product quality when shopping, even whilst reducing discretionary spending due to the financial uncertainty created by the COVID-19 pandemic. They are also increasing their share of purchases that go towards organic products and/or other goods that have special health and wellness claims. With urbanisation comes more time-poor consumers due to lengthy work commutes worsened by bad traffic jams across Vietnam, fuelling a desire for more convenient shopping experiences.

- The greatest growth for products in the Food & Beverage sector before the COVID-19 pandemic came from impulse purchases of items such as biscuits and pies made by on-the-go shoppers, signalling future growth prospects post-pandemic.

- The proportion of consumers who buy new products is much higher relative to other SEA nations, with about 88% of surveyed consumers in Vietnam reporting having purchased a new product during their last shop.

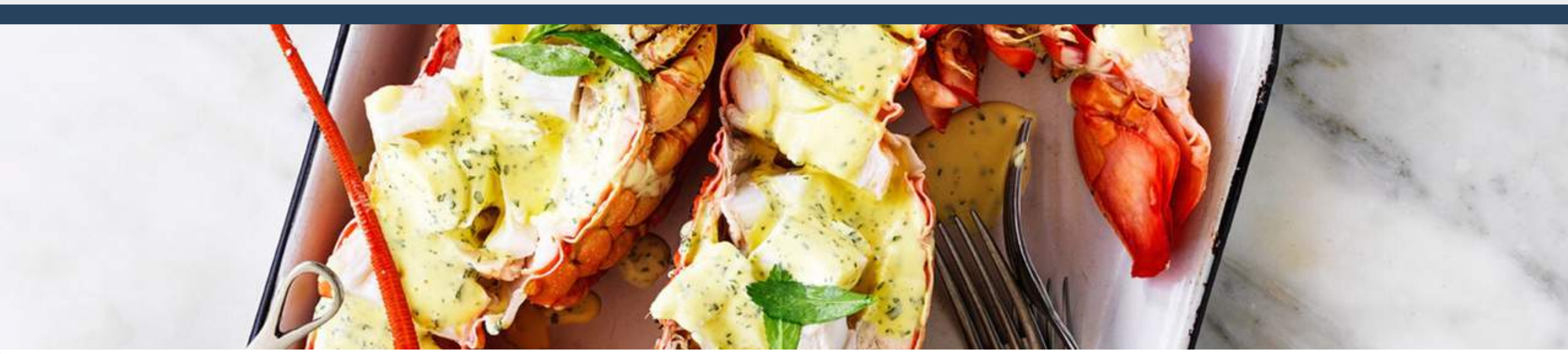
Source: Nielsen, Mintel, McKinsey, USDA

Digital Adoption:

- As of January 2022, there were 72.10 million internet users in Vietnam with a penetration rate of 73.2%, growing 4.9% from the same time in 2021.

- Vietnamese internet users, on average, spend 6 hours and 38 minutes daily on the internet. Whereas, approximately 2 hours and 28 minutes a day is spent using social media services.

Source: Digital in 2022 Report



Grocery Retail Channel Developments

Key Trends:

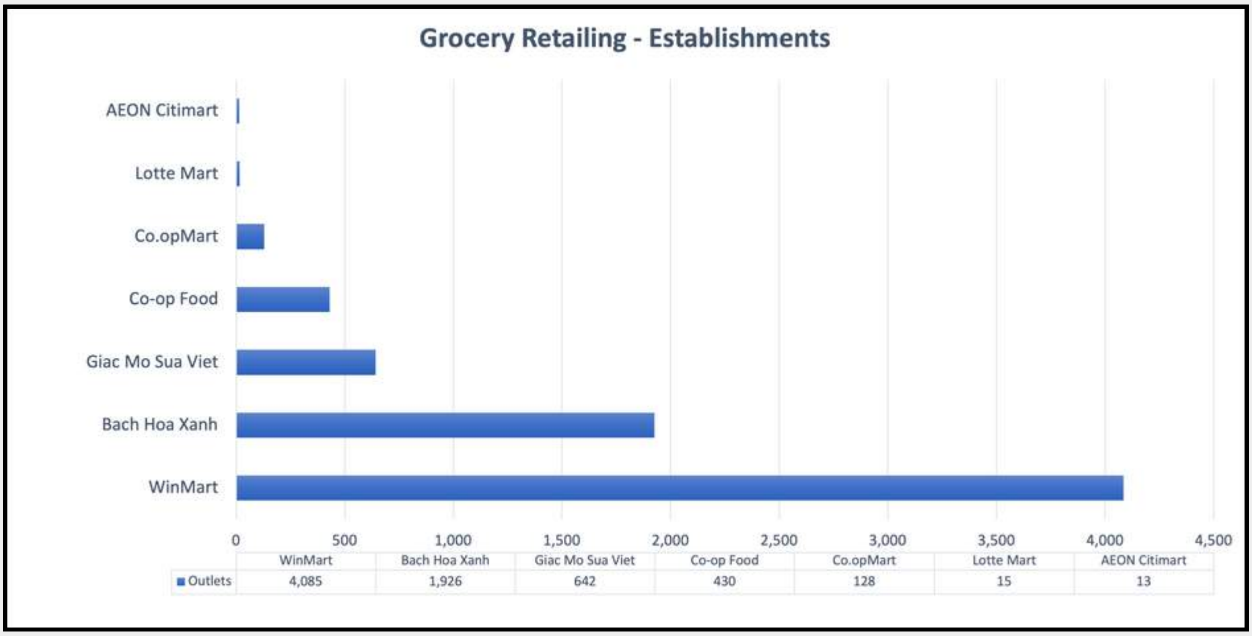
- Spending on groceries is very high in Vietnam as a portion of household expenditure relative to the rest of the world, forecast at approximately 42% of a Vietnamese person's monthly purchases in 2020, an increase of 8% from 2019. However, grocery spending as a whole remained stable throughout this time period as the value of household expenditure declined YoY.
- COVID has had a negative impact on Vietnamese supermarkets in 2020-21; the national lockdown did lead to stockpiling across many Vietnamese households, however, the financial uncertainty following the health crises meant that value sales growth across grocery retailing was largely constrained.
- The majority of Vietnamese consumers prefer to shop at traditional outlets such as wet markets and small, independent "tap hoa" stores, however, desires are increasingly shifting towards convenience stores, which have more than quadrupled in store numbers since 2012 and are forecast to compromise 37.4% of retail revenue in 2021.
- GS25, a major South Korean convenience store operator, began opening stores in Vietnam in 2018 and aims, by the end of the next decade, to operate 2,500 stores nationwide. This coincided with 7-Eleven's arrival and subsequent declaration that the global retailer aims to open 100 stores in three years.
- The Ministry of Trade and Industry believes 1-3 modern retail stores are necessary for every 1000 Vietnamese people, indicating a shortage that is quickly being filled by new hypermarkets, large supermarkets and convenience stores. Many major supermarket retailers, such as Saigon Union, receive extensive government assistance when expanding throughout both urban and rural areas.
- Supermarkets and convenience stores are taking advantage of the rising demands for convenient eating, providing many ready-to-eat (RTE) meals and semi-cooked meals that greatly reduce the effort involved in cooking at home.
- Major chain hypermarket retailers saw positive growth in sales value throughout 2020 due to the expansion of a strategy of opening new stores in smaller towns where competition is weaker.

- Traditional grocery retailers are most dominant in rural areas, where the majority of Vietnamese still live as of 2021, and comprise a very crowded market of products.

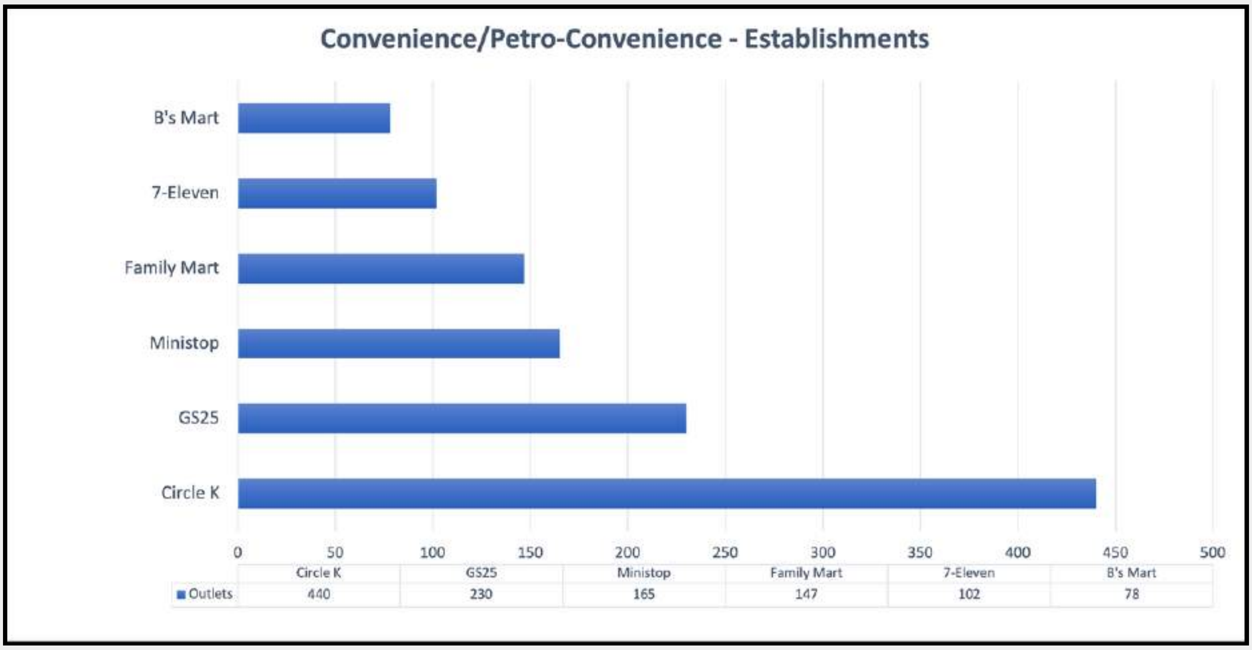
- Masan recently acquired VinMart supermarkets, along with VinMart+ convenience stores from Vingroup and has closed hundreds of convenience stores in order to cover losses sustained throughout 2020. The owners hope to rebrand their purchases eventually to WinMart and begin a mass expansion of store locations in the following decade.

- Over the forecast period, the competition between supermarket operators is expected to intensify amid greater efforts to expand sales shares across both urban and rural areas. Additionally, private labels are expected to develop a growing presence in the Vietnamese market, with these offerings appealing to price-conscious consumers.

Grocery Retailing Brand Outlets:



Convenience/Petro-Convenience Brand Outlets:



Source: Euromonitor

Foodservice Channel Developments

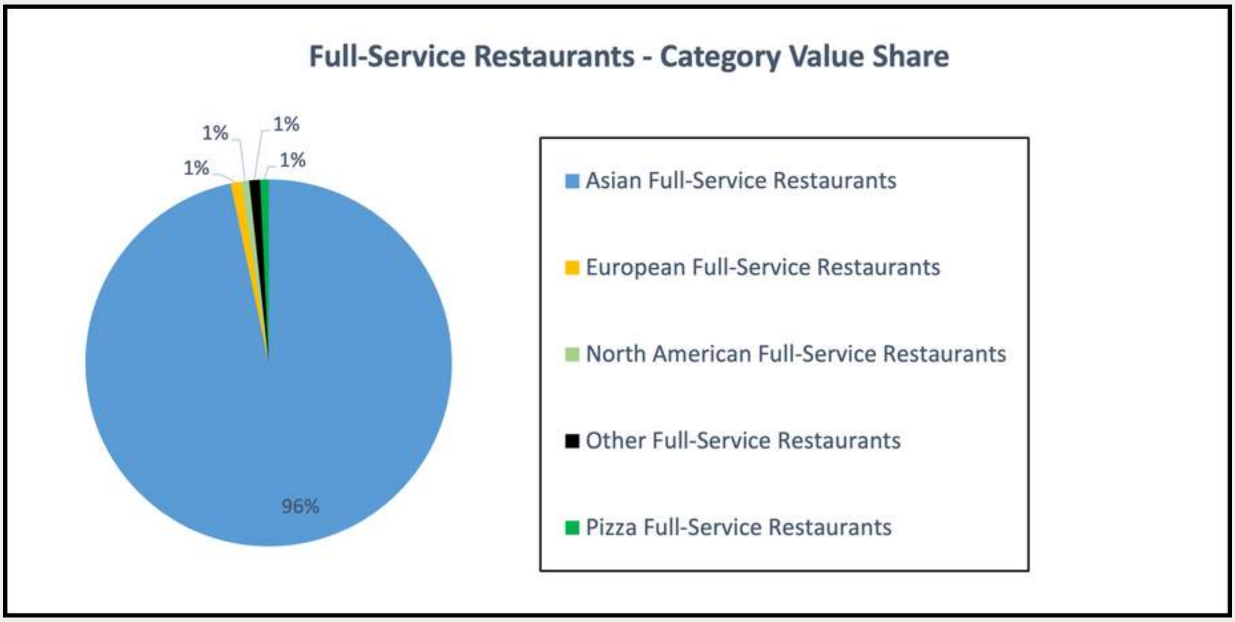
Key Trends:

- As a result of government restrictions on eating out, along with higher consumer preferences for dining in a more socially distanced manner, restaurant sales value across all categories, but particularly full-service restaurants declined greatly in 2020 relative to previous years.
- The Foodservice industry is expected to make a strong recovery through 2021-22 as urbanisation and economic growth continue to rise, with compounding annual growth forecasts for the following five years at 13.05%, eventually placing the value of the market at over US$65 billion.
- Chained restaurants offering diverse cuisines in major city centres are expanding rapidly, many of the most successful retailers being those that employ the fast-food service model such as MK (Thai).
- Restaurants that had previously prioritised customers eating-in began to prioritise either their own delivery services or partnering with third-party delivery apps, the latter of which is by far the most popular option for restaurants, as the COVID-19 pandemic evolved.
- Independent, mostly Full-Service Foodservice operators were most affected by the decline in sales created by the COVID-19 pandemic because these businesses did not have access to the same funds as chained operators nor flexible leases or other operational capital necessary to withstand short-term losses.
- Customers making orders with restaurants directly over the phone would often struggle with phone connectivity problems and frequent miscommunication issues as the result of different Vietnamese dialects. Food delivery apps have thus made the ordering process much easier and, also because these apps reach a much wider customer base, are usually preferred by restaurants.
- Ice cream limited-service restaurants suffered the worst out of all restaurant categories affected by the COVID-19 pandemic because the product is seen as very much a luxury treat across Vietnam.

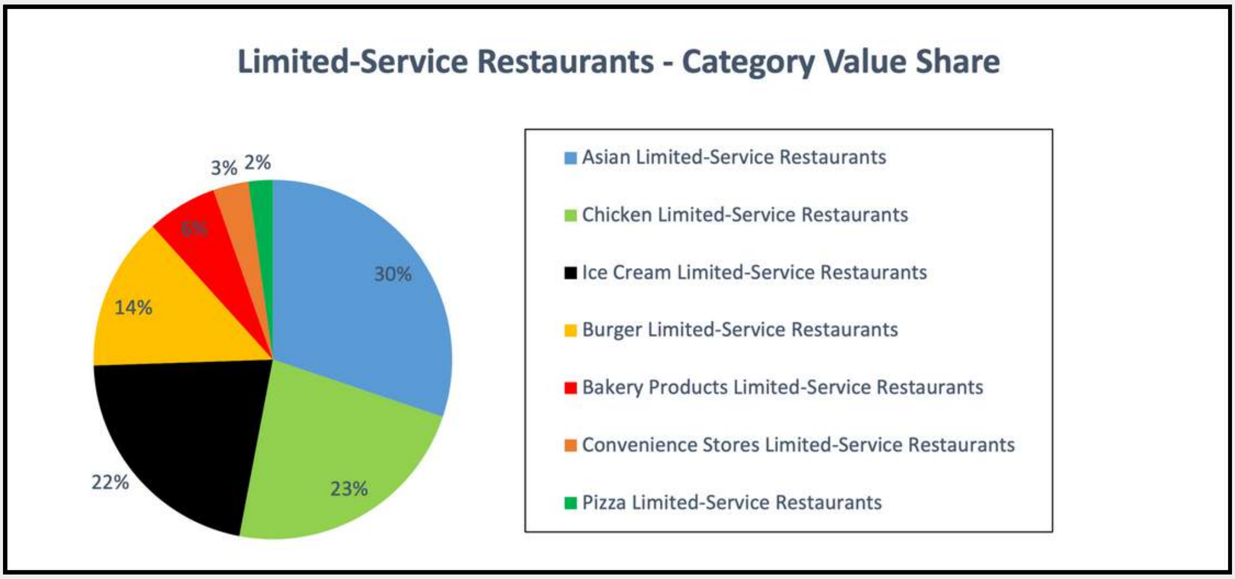
- Many online food delivery apps have created portals to compare menu items and prices, fuelling increased competition amongst partnered restaurants to lower prices and offer special promotions for at-home diners.

- In order to gain brand trust and subsequent loyalty, businesses are becoming increasingly transparent with ingredients and promoting more detailed origin stories for specific products and the brand as a whole.

Full-Service Restaurants - Category Value Share:



Limited-Service Restaurants - Category Value Share:



Source: Euromonitor

Food & Drink e-Commerce Channel Developments

Key Trends:

- Approximately 73% of Vietnamese use e-Commerce channels for shopping at least twice a week, this trend most prominent amongst lower-income groups and younger generations, who are more tech-savvy.
- The food delivery app market is experiencing a surge in activity, having grown at a compounded annual rate of 38% between 2014 and 2019 before experiencing higher annual growth in 2020. Grab is the most popular app, fulfilling approximately 300,000 orders a day. However, competition is rife, causing driver shortages and issues with app servicing.
- Many new SMEs are focusing on organic and/or vegetarian products, targeting a much younger market through popular social media sites including Facebook and Zalo, as customers tend to use these services more than search engines to look up advertising.
- The onset of the COVID-19 pandemic facilitated large increases in spending through e-Commerce channels for all categories, with overall e-Commerce sales value rising 31% from Q1 2019 to Q2 2020 alone.
- Vietnamese e-Commerce giants Vingroup, Vinamilk and Mobile World were all well-equipped to deal with the explosive rise in demand for products purchased online throughout 2020, in particular groceries, as these businesses had already developed extensive omnichannel services and distribution networks.
- The high competition between delivery platforms as a result of higher e-Commerce sales traffic has led businesses to invest more in logistical and transportation means, as Deloitte research found this to be the biggest impediment on online shopping in Vietnam, with some grocery delivery businesses now offering delivery within two hours.
- Orders through online platforms that involve shipment from abroad face logistical barriers in the form of high shipping costs and a lengthy customs process.

- Mobile apps are much more popular than online websites for making food orders, as major e-Commerce apps have an easier user interface and also allow for users to quickly create profiles that store their details.

Key E-tailers:

- Major food delivery apps include Grab, Now and Baemin, the latter of which was brought in from South Korea in 2019 and since then has proven most popular amongst younger Vietnamese.

- Shopee is Vietnam's most-visited e-Commerce site, with other major E-tailers including Lazada, Sendo and Tiki. Most major e-Commerce retailers in Vietnam have an online presence elsewhere in South East Asia, and the key to their success is having extensive customer service capabilities in Vietnamese. These E-tailers are also very diversified in the range of products sold through their online marketplaces.

- Shopee and Lazada, as the most visited e-Commerce websites in Vietnam, still only retain approximately 35% of the market share for e-Commerce platforms in stark contrast to other SEA nations that have very oligopolistic and more foreign business-dominated market structures.

Source: Euromonitor

Seafood Consumption in Vietnam

- Fish and seafood supply per person in Vietnam is valued at 37.66 kg as of 2017 according to the United Nations Food and Agricultural Organization (FAO).
    - *Food supply is defined as food available for human consumption. At a country level, it is calculated as the food remaining for human use after deduction of all non-food utilizations*

Source: FAO, 2021

Market Access Requirements

Key Regulators:

- Vietnam Customs: Carries out checks of imports and collects relevant duties.
- Ministry of Health (MOH): Creates and organises the enforcement of regulations relating to most pre-packaged and processed foods and beverages such as bottled water and functional food.
- Ministry of Agriculture and Rural Development (MARD): Carries out the same functions as the MOH albeit for a range of other foods including meats, vegetables, genetically modified and agricultural products.
- Ministry of Industry and Trade (MOIT): Also carries out the same functions as the MOH but for a range of mostly beverages, along with many other composite ingredients.
- Department of Planning and Investment (DPI): Handles registration of businesses that engage in importing activities into Vietnam.

Product Registration/Import Procedure:

- Vietnam recently updated its food safety regulations through the issuance of Decree No.15/2018/ND-CP, to reduce technical barriers to trade.
- Seafood exporters will need to register with the Department of Animal Health and utilise DAWE to post relevant registration dossiers for confirmation.
- As per DAWE's Micor guide, export registration is required to sell fish and seafood in Vietnam. However, an establishment listed is not required.
- Extra steps, including a pre-shipment inspection, will be involved for importers of agricultural and health products because of additional safety requirements.
- If not using a Vietnamese importer of record, suppliers will have to undertake the steps in the Import Procedure. This situation can be summarised by the steps below.
  - Register with the DPI to obtain an investment certificate and a business registration certificate. This step can take up to three months to complete.
  - File a customs dossier, which includes a customs application form, with Vietnam Customs.
  - Goods are shipped and, once in Vietnam, customs clearance occurs.
  - Pay any applicable import duties and VAT before obtaining a receipt of consumer goods.

Documentation Required:

- The following documents are generally required to facilitate the import process:
  - Commercial invoice
  - Customs dossier
  - Health certificate (for certain food products)
  - Inspection report (for certain food products)
  - Bill of lading and investment certificate
  - Packing list

General Labelling Requirements:

- Food labels must be in Vietnamese, although, supplementing foreign languages are allowed.
- In general, food labels must include:
  - Product name
  - Name and address of manufacturer and importer (if any)
  - Country of origin
  - Net quantity
  - Ingredient list
  - Expiry date
  - Irradiated foods declaration
  - Notice of genetic engineering
  - Allergen information
  - Nutrition information
  - Declaration of specific health and/or wellness claims
  - Batch identification for alcoholic beverages (if any)
  - Preservation information (for wines only)

Packaging Requirements:

- Any packages, containers or equipment that comes into direct contact with a good must be declared to the MOH before a product can be sold in Vietnam.

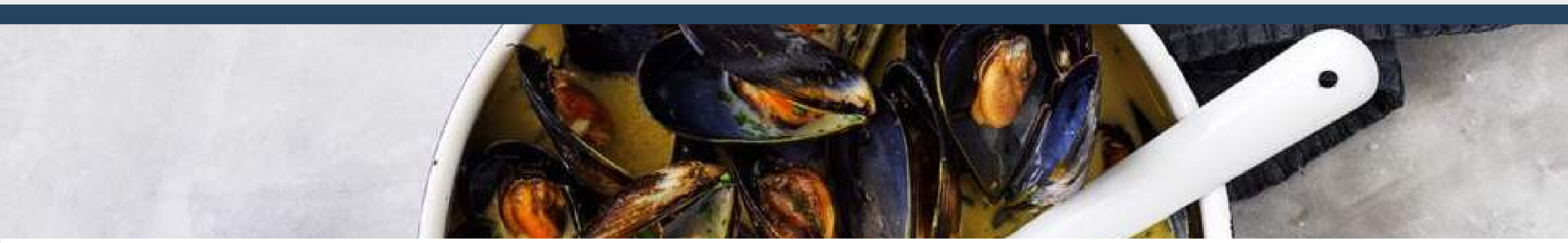
Non-Tariff Barriers:

- The lengthy customs and quarantining process means that, for first-time importers, the compliance process necessary before goods can be shipped often takes months.
- Import quotas exist on certain products such as egg, salt and raw sugar.

Tariffs Levied:

- Value-added Tax (VAT): Usually 10%, however, this is reduced to 5% for certain food imports.
- Special Consumption Tax (SCT): Ranges from 25% to 50% and is applied to alcohol imports.
- There is a range of product-specific import duties applicable to food imports however, as part of AANZFTA, businesses exporting products from Australia into Vietnam often receive preferential treatment. More information can be found by applying a product's HS code to the search tool available on the DFAT's Free Trade Agreement Portal.

Source: USDA Food and Agricultural Import Regulations and Standards Country Reports [FAIRS], Austrade, DFAT, Export.gov



Category Data

Fish and Seafood in Vietnam

Key Trends:

- Total volume sales experienced an 11% decline in 2021, driven by high prices and low availability. Some demand for seafood remained, with cephalopods and molluscs being the best performing category despite a total volume sales decline of 7%.
- While COVID-19 saw a huge retail volume sales boost in 2020, the closure of foodservice channels meant fishermen reduced their offshore fishing frequency, and extensive regional lockdowns caused supply chain disruptions, with these disruptions felt across all channels, including retail, thereby limiting consumer access to such products.
- Foodservice demand weakened further compared to 2020 due to additional waves of COVID-19, thereby compounding declines witnessed in 2020 for fish and seafood sales. Establishments were banned from offering takeaway and home delivery while the border closures contracted tourist visitation, further exacerbating foodservice issues.
- Total volume sales are expected to grow at a CAGR of 8% to 2026, with strong demand across all channels prompting a likely return to pre-pandemic sales by 2023/4. While challenges remain, including infrastructure, weather, investment and supply challenges, rising disposable incomes and the return of tourism are expected to see fish and seafood consumption grow.
- Health and wellness have a positive impact on fish and seafood sales, with fish perceived as a better source of protein than meat, thereby increasing consumption among health-conscious consumers. Other trends affecting business success, especially into the future, include high food safety and quality standards, and sustainable fishing.
- Key players in Vietnam generally invest more into export rather than domestic sales due to the higher profitability associated with exporting.

- Rising incomes are driving increased seafood consumption, especially products that are considered premium by consumers, such as lobster and crab. These premium products have also become more widely available and affordable in recent years.

- Chilled and frozen products will be increasingly preferred and available, with the rising presence of refrigerated trucks, chillers and freezers for retail stores across Vietnam.

- The average unit price is expected to further rise in 2022 due to imported products being subject to exchange rate and supply variations, however, prices are set to stabilise over the forecast period as rising demand stimulates a return of domestic fishing efforts.

- While fish and seafood are traditionally sold via wet markets, modern grocery retailers and e-commerce businesses tend to offer a more limited range. However, due to COVID-19, e-commerce platforms now offer a greater variety of fish and seafood. With improvements in logistics to transport fresh fish and greater demand via e-commerce, further growth in e-commerce sales is expected in 2026.

Country	Sector	Category	Segment	Year	Value M USD	5yr CAGR M USD (%)
Vietnam	Fish & Seafood	Ambient Fish & Seafood	Ambient Fish & Seafood	2022	84.86	5.96
				2027	100.61	3.46
		Chilled Raw Packaged Fish & Seafood - Processed	Chilled Raw Packaged Fish & Seafood - Processed	2022	175.33	9.01
				2027	229.91	5.57
		Chilled Raw Packaged Fish & Seafood - Whole Cuts	Chilled Raw Packaged Fish & Seafood - Whole Cuts	2022	371.11	8.24
				2027	475.23	5.07
		Dried Fish & Seafood	Dried Fish & Seafood	2022	210.87	6.05
				2027	237.91	2.44
		Fresh Fish & Seafood (Counter)	Fish	2022	386.27	7.26
				2027	499.42	5.27
			Shellfish	2022	393.19	5.97
				2027	446.25	2.56
		Frozen Fish & Seafood	Frozen Processed Fish	2022	142.62	10.26
				2027	191.15	6.03
			Frozen Whole Cuts Of Fish & Seafood	2022	613.57	9.15
				2027	788.07	5.13

Source: GlobalData, 2024

ITC - Trade Data

Live, Fresh or Chilled, Even in Shell, Abalone in Vietnam

Vietnam - Trade Data - HS Code 030781 Live, fresh or chilled, even in shell, abalone "Haliotis spp." (Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tonnes)	Annual Growth in Imported Value % (Short-term '21 – '22)	Annual Growth in Imported Value % (Long-term '18 – '22)	Annual Growth in Imported Quantity % (Long-term '18 – '22)
-	World	10,344	228	100	80	64
1	South Korea	8,856	195	97	73	58
2	Australia	1,264	28	99	-	62
3	China	142	3	358	-	-
4	Japan	70	2	1,650	-	-
5	Russia	12	0	-	-	-
6	South Africa	-	-	-	-	-
7	New Zealand	-	-	-	-	-
8	Mexico	-	-	-	-	-
9	Chile	-	-	-	-	-
10	Hong Kong	-	-	-	-	-

AUS - Trade Data - HS Code 030781 Live, fresh or chilled, even in shell, abalone "Haliotis spp." (Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tonnes)	Annual Growth in Exported Value % (Short-term '21 – '22)	Annual Growth in Exported Value % (Long-term '18 – '22)	Annual Growth in Exported Quantity % (Long-term '18 – '22)
-	World	45,155	783	-7	-10	-8
1	China	36,640	583	-9	-11	-11
2	Hong Kong	3,968	85	-20	2	10
3	Japan	1,765	45	28	-14	-12
4	Vietnam	1,758	47	198	34	50
5	Singapore	427	7	1	44	41
6	Taiwan	419	12	22	-14	-10
7	Malaysia	72	2	424	2	19
8	United States	63	1	35	-23	-19
9	United Arab Emirates	17	0	-68	-	-
10	Canada	10	0	-93	-	-

Source: ITC Trade Map, 2023

ITC - Trade Data

Smoked, Frozen, Dried, Salted or in Brine, Abalone in Vietnam

Vietnam - Trade Data - HS Code 030789 Smoked, frozen, dried, salted or in brine, abalone "Haliotis spp.", even in shell (Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tonnes)	Annual Growth in Imported Value % (Short-term '21 - '22)	Annual Growth in Imported Value % (Long-term '18 - '22)	Annual Growth in Imported Quantity % (Long-term '18 - '22)
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1						
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5	NO DATA AVAILABLE					
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AUS - Trade Data - HS Code 030789 Smoked, frozen, dried, salted or in brine, abalone "Haliotis spp.", even in shell (Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tonnes)	Annual Growth in Exported Value % (Short-term '21 - '22)	Annual Growth in Exported Value % (Long-term '18 - '22)	Annual Growth in Exported Quantity % (Long-term '18 - '22)
-						
1						
2						
3						
4						
5	NO DATA AVAILABLE					
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8						
9						
10						

Source: ITC Trade Map, 2023

ITC - Trade Data

Smoked, Frozen, Dried, Salted or in Brine, Abalone

Vietnam - Trade Data - HS Code 030787 Smoked, dried, salted or in brine, even in shell, abalone "Haliotis spp." (Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tonnes)	Annual Growth in Imported Value % (Short-term '21 - '22)	Annual Growth in Imported Value % (Long-term '18 - '22)	Annual Growth in Imported Quantity % (Long-term '18 - '22)
-	World	132	1	998	-	-
1	Australia	123	1	6,050	-	-
2	Chile	9	0	80	-	-
3	South Africa	-	-	-	-	-
4	Hong Kong	-	-	-	-	-
5	New Zealand	-	-	-	-	-
6	Japan	-	-	-	-	-
7	China	-	-	-	-	-
8	Singapore	-	-	-	-	-
9	Taiwan	-	-	-	-	-
10	France	-	-	-	-	-

AUS - Trade Data - HS Code 030787 Smoked, dried, salted or in brine, even in shell, abalone "Haliotis spp." (Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tonnes)	Annual Growth in Exported Value % (Short-term '21 - '22)	Annual Growth in Exported Value % (Long-term '18 - '22)	Annual Growth in Exported Quantity % (Long-term '18 - '22)
-	World	14,868	264	-13	-2	-1
1	Hong Kong	4,085	47	35	-9	-18
2	Singapore	3,839	105	-21	-13	-6
3	United States	3,482	69	-18	118	117
4	China	2,379	6	-25	21	10
5	Vietnam	300	7	-23	52	0
6	United Kingdom	242	4	-	-31	19
7	Malaysia	180	3	-27	-18	-18
8	New Zealand	138	20	-33	-	81
9	Taiwan	133	1	-83	-18	-26
10	Macao	85	2	-48	-19	-13

Source: ITC Trade Map, 2023

ITC - Trade Data

Frozen Abalone

Vietnam - Trade Data - HS Code 030783 Frozen Abalone (Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tonnes)	Annual Growth in Imported Value % (Short-term '21 - '22)	Annual Growth in Imported Value % (Long-term '18 - '22)	Annual Growth in Imported Quantity % (Long-term '18 - '22)
-	World	6,135	187	94	205	205
1	China	4,414	135	181	682	-
2	Australia	870	27	57	89	105
3	South Korea	350	11	-	-	-
4	Malaysia	260	8	-62	-	-
5	Peru	184	6	-42	-	-
6	Austria	42	1	-	-	-
7	Japan	16	0	-60	30	-
8	United States	-	-	-	-	-
9	Chile	-	-	-	-	-
10	The Philippines	-	-	-	-	-

AUS - Trade Data - HS Code 030783 Frozen Abalone (Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tonnes)	Annual Growth in Exported Value % (Short-term '21 - '22)	Annual Growth in Exported Value % (Long-term '18 - '22)	Annual Growth in Exported Quantity % (Long-term '18 - '22)
-	World	33,382	568	-13	8	14
1	Hong Kong	10,459	87	-12	-4	-2
2	United States	7,375	188	-7	45	54
3	China	6,695	75	-46	30	29
4	Japan	5,492	136	80	-6	-6
5	Canada	1,369	22	-21	4	8
6	The Netherlands	661	22	249	-	-
7	Vietnam	589	21	222	-2	30
8	Singapore	347	5	26	-21	-17
9	United Kingdom	254	7	-36	88	9
10	Thailand	69	4	-31	-10	14

Source: ITC Trade Map, 2023

FRDC - Trade Data

Abalone Exports - Value

AUS - Trade Data - Species: Abalone (Exports):

Value of Exports - Abalone

Commodity Description	Value
Live, fresh or chilled Abalone	$997,659,815
Live, fresh or chilled abalone (Haliotis spp.), whether in shell or not	$891,603,155
Prepared or preserved abalone (excl. abalone of Chapter 03)	$742,932,322
Prepared or preserved abalone	$471,499,012
Frozen abalone meat	$370,150,485
Albalone (Haliotis spp.), whether in shell or not, frozen, dried, salted, in brine or smoked, whether or not cooked before or during the smoking process	$291,371,852
Frozen abalone (Haliotis spp.), whether in shell or not	$258,609,638
Abalone, frozen, dried, salted or in brine (excl. frozen meat; frozen whole on shell; dried meat; whole parboiled; prepared or preserved of Chapter 16)	$230,529,347
Prepared or preserved abalone, in cans, bottles or the like	$227,255,281
Abalone (Haliotis spp.), whether in shell or not, frozen, dried, salted, in brine or smoked, whether or not cooked before or during the smoking process	$144,203,394
Parboiled whole abalone	$84,260,192
Frozen whole abalone, on shell	$78,271,662
Dried abalone meat	$24,807,221

Value of Exports - Commodity Breakdown

Country	Value
Hong Kong	$2,153,572,141
China	$804,906,082
Japan	$704,194,796
Singapore	$520,512,395
Taiwan	$233,473,172
Vietnam	$137,949,117
United States of America	$133,997,692
Canada	$58,463,093
Malaysia	$40,795,200
United Kingdom	$7,610,451
Macau	$3,533,112
Thailand	$3,117,047
Netherlands	$2,307,647
Macau (SAR of China)	$1,705,265
France	$1,202,124

Leading Export Destinations - Value

State	Value
TAS	$1,944,557,689
VIC	$1,508,613,841
SA	$991,992,473
WA	$198,832,129
NSW	$113,735,266
QLD	$47,790,745
Foreign (re-export)	$7,497,910
NT	$133,323

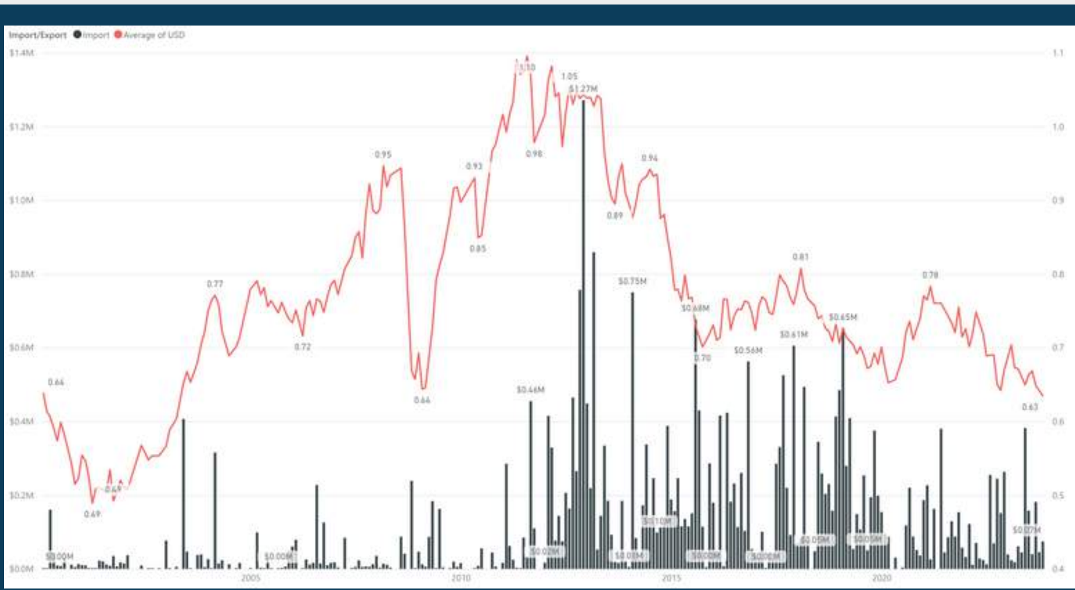
Export Value by State

Source: FRDC, 2023

FRDC - Trade Data

Abalone Imports - Value

AUS - Trade Data - Species: Abalone (Imports):



Value of Imports - Abalone

Commodity Description	Value
Live, fresh or chilled abalone (Haliotis spp.), whether in shell or not	$13,578,075
Prepared or preserved abalone (excl. abalone of Chapter 03)	$8,378,272
Abalone, frozen, dried, salted or in brine	$4,650,393
Frozen abalone (Haliotis spp.), whether in shell or not	$2,525,619
Albalone (Haliotis spp.), whether in shell or not, frozen, dried, salted, in brine or smoked, whether or not cooked before or during the smoking process	$1,489,162
Abalone (Haliotis spp.), whether in shell or not, frozen, dried, salted, in brin	$1,080,475

Value of Imports - Commodity Breakdown

Country	Value
New Zealand	$15,753,762
China	$6,698,415
Hong Kong	$2,248,834
Australia (Re-Imports)	$1,933,445
Australia	$933,803
Malaysia	$686,680
Morocco	$617,708
Chile	$564,306
Taiwan	$559,099
Japan	$492,135
Singapore	$323,984
Korea Republic of	$294,259
United States of America	$163,091
Vietnam	$132,959
Peru	$73,570

Leading Import Sources - Value

State	Value
SA	$9,531,012
QLD	$9,439,780
VIC	$8,071,373
NSW	$3,312,724
WA	$952,496
TAS	$394,611

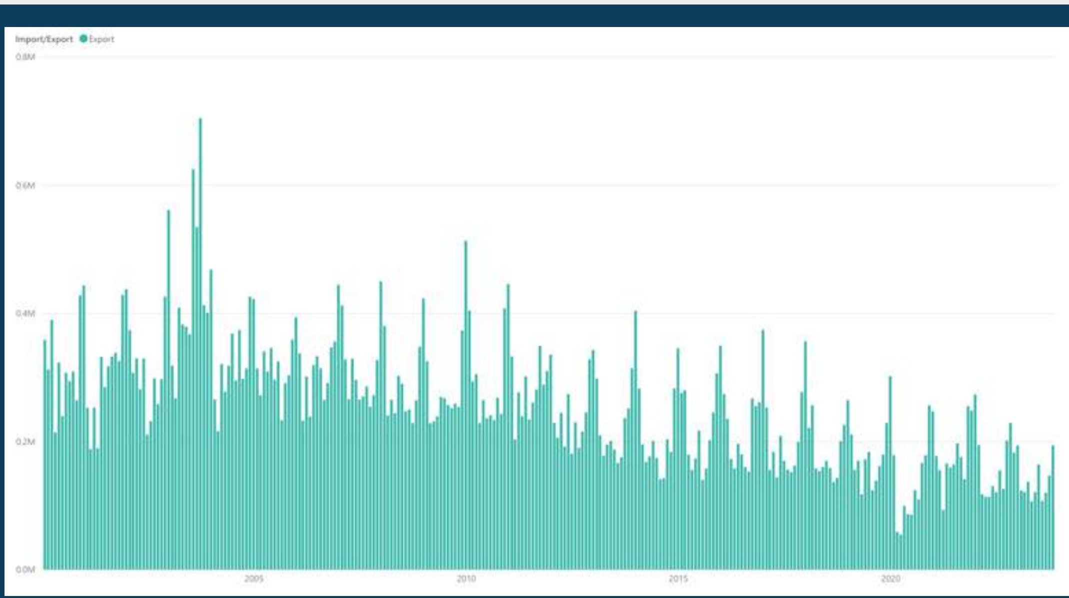
Import Value by State

Source: FRDC, 2023

FRDC - Trade Data

Abalone Exports - Volume

AUS - Trade Data - Species: Abalone (Exports):



Volume of Exports - Abalone

Commodity Description	Quantity
Live, fresh or chilled Abalone	19,508,460
Live, fresh or chilled abalone (Haliotis spp.), whether in shell or not	13,387,548
Prepared or preserved abalone (excl. abalone of Chapter 03)	10,228,311
Prepared or preserved abalone	8,913,000
Albalone (Haliotis spp.), whether in shell or not, frozen, dried, salted, in brine or smoked, whether or not cooked before or during the smoking process	3,724,277
Prepared or preserved abalone, in cans, bottles or the like	3,529,080
Abalone, frozen, dried, salted or in brine (excl. frozen meat; frozen whole on shell; dried meat; whole parboiled; prepared or preserved of Chapter 16)	3,333,387
Frozen abalone meat	3,044,330
Frozen abalone (Haliotis spp.), whether in shell or not	2,930,919
Abalone (Haliotis spp.), whether in shell or not, frozen, dried, salted, in brine or smoked, whether or not cooked before or during the smoking process	1,801,917
Frozen whole abalone, on shell	1,452,132
Parboiled whole abalone	1,318,775
Dried abalone meat	103,553

Volume of Exports - Commodity Breakdown

Country	Quantity
Hong Kong	31,972,212
Japan	11,529,125
China	11,171,131
Singapore	7,981,436
Taiwan	4,436,016
Vietnam	2,267,247
United States of America	2,099,206
Malaysia	654,178
Canada	647,673
New Zealand	125,137
United Kingdom	112,275
Netherlands	56,955
Thailand	56,049
Macau	38,577
Korea, Republic of	34,712

Leading Export Destinations - Volume

State	Quantity
TAS	31,704,290
VIC	24,167,253
SA	11,948,179
WA	2,369,372
NSW	2,201,603
QLD	751,482
Foreign (re-export)	132,727
NT	783

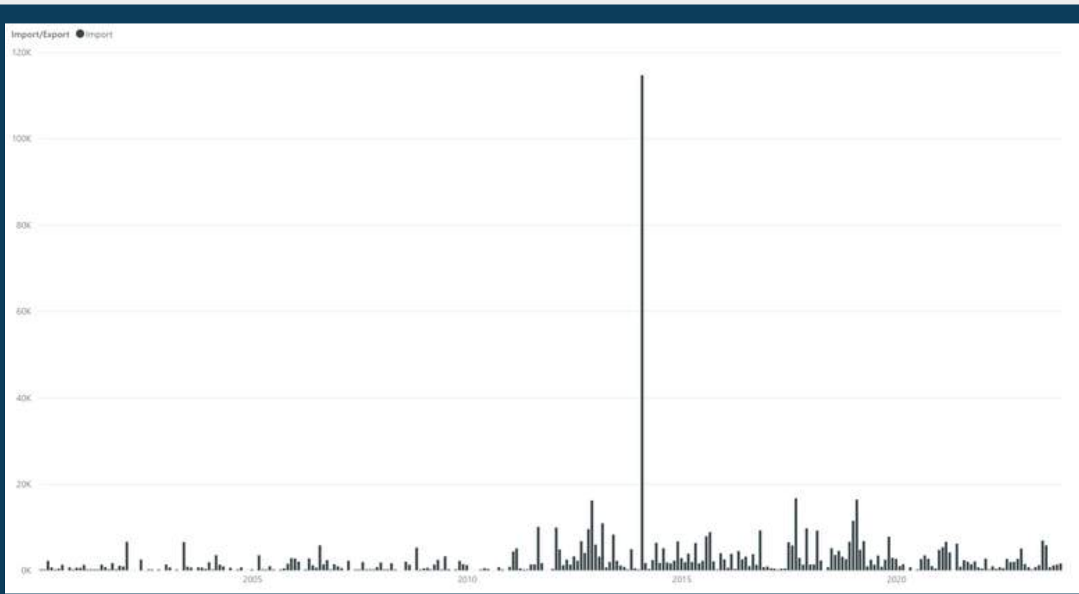
Export Volume by State

Source: FRDC, 2023

FRDC - Trade Data

Abalone Imports - Volume

AUS - Trade Data - Species: Abalone (Imports):



Volume of Imports - Abalone

Commodity Description	Quantity
Prepared or preserved abalone (excl. abalone of Chapter 03)	284,405
Live, fresh or chilled abalone (Haliotis spp.), whether in shell or not	193,959
Abalone, frozen, dried, salted or in brine	134,437
Frozen abalone (Haliotis spp.), whether in shell or not	50,952
Albalone (Haliotis spp.), whether in shell or not, frozen, dried, salted, in brine or smoked, whether or not cooked before or during the smoking process	24,950
Abalone (Haliotis spp.), whether in shell or not, frozen, dried, salted, in brin	10,621

Volume of Imports - Commodity Breakdown

Country	Quantity
China	236,734
New Zealand	233,480
Hong Kong	45,610
Malaysia	31,427
Australia (Re-Imports)	27,459
Chile	22,275
Taiwan	19,326
Australia	17,626
Morocco	13,668
Vietnam	13,325
Thailand	8,382
Korea Republic of	7,259
Singapore	5,538
Japan	5,197
United Kingdom	3,490

Leading Import Sources - Volume

State	Quantity
QLD	289,295
VIC	164,966
SA	136,397
NSW	85,684
WA	16,902
TAS	6,080

Import Volume by State

Source: FRDC, 2023

FRDC - Trade Data Sourced from FAO

Food and Agriculture Organization (FAO) Production Volume, Value and Trade - Abalone, Winkles, Conchs

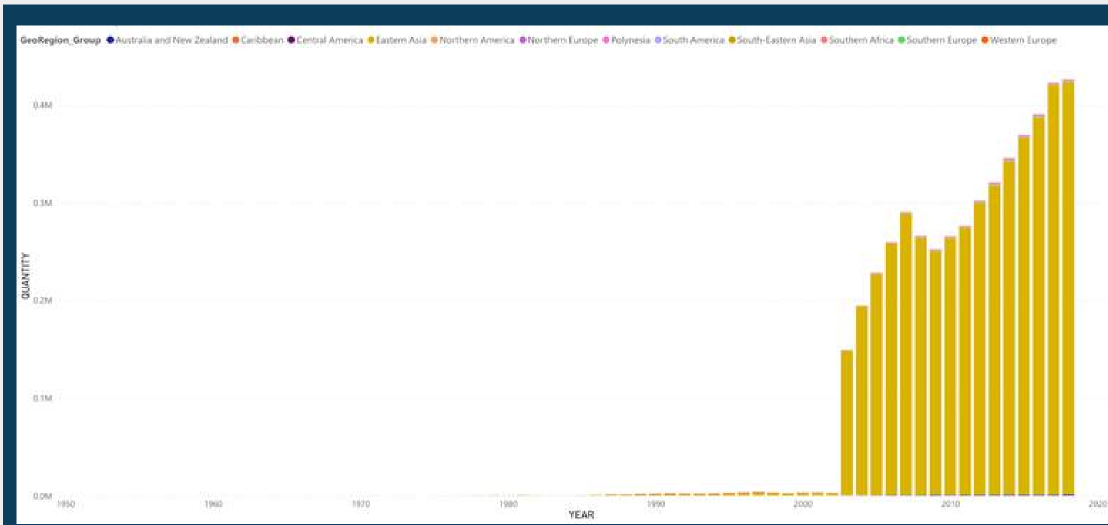
ISSCAAP Species: Abalone, Winkles, Conchs

Production

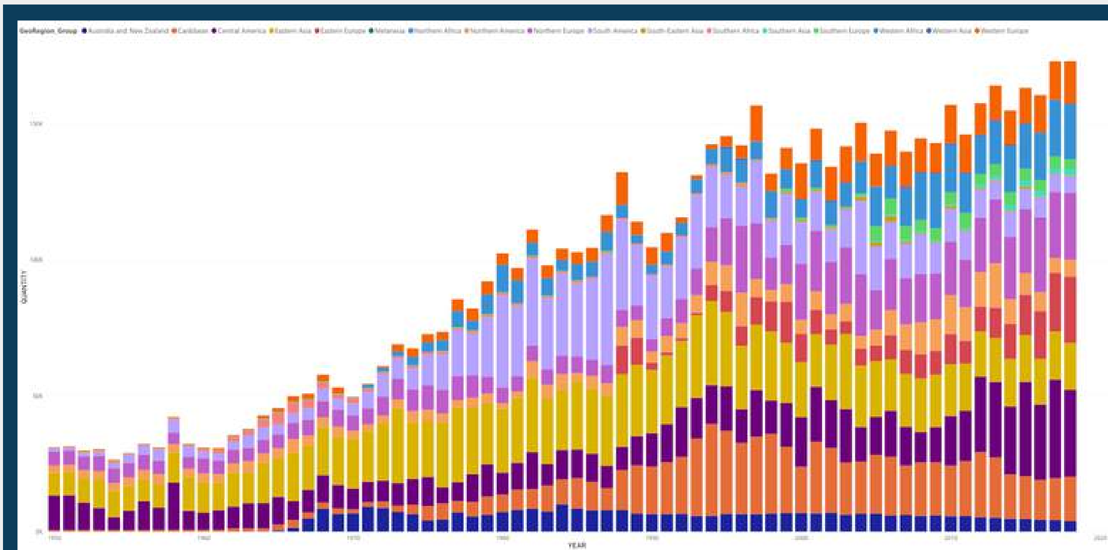
Reporting country Name En	Unit Name	2021	2020	2019
Australia	Tonnes – net product weight	2 235	1 662	2 197
Viet Nam	Tonnes – net product weight	286	297	140

Reporting country Name En	Unit Name	2021	2020	2019
Australia	Value (USD 1000)	121 364	89 599	133 724
Viet Nam	Value (USD 1000)	9 040	8 133	3 758

Global Fish Trade Volume & Value by ISSCAAP (International Standard Statistical Classification of Aquatic Animals and Plants) - FAO



Production Volume by GeoRegion - Aquaculture Production - FRDC



Production Volume by GeoRegion - Wild Catch Production - FRDC

Source: FAO, FRDC, 2023

Additional Resources

COUNTRY INSIGHTS

Austrade - Vietnam Market Profile

DFAT - Vietnam Country Brief

DFAT - Vietnam Market Insights

Enterprise Singapore - Vietnam Market Profile

FoodExport - Vietnam Country Profile

HKTDC Research - Vietnam Market Profile

Santandar Trade Markets - Vietnam Market Overview

USDA - Vietnam Exporter Guide

CONSUMER INSIGHTS

Euromonitor International - Consumer Lifestyles in Vietnam

GWI - APAC Consumer Snapshot

CATEGORY & CHANNEL INSIGHTS

Agriculture and Agri-Food Canada - Vietnam Foodservice Profile

Euromonitor International - Vietnam Fish & Seafood Category Overview

Fisheries Research and Development Corporation (FRDC) - Australia-Specific Trade Data

International Trade Centre - Market-Specific Trade Data

USDA - Vietnam Foodservice Overview

USDA - Vietnam Retail Overview

MARKET ACCESS INSIGHTS

UNCTAD - Vietnam Investment Policy Hub

USDA - Vietnam Import Regulations & Standards

OTHER RESOURCES

EFIC
Export Connect Portal
Fitch Solutions
GlobalData
Google Trends

IbisWorld
L.E.K.
Marketline
McKinsey
Mintel

Nielsen
NZTE
Seafish UK
Statista
Trading Economics

Contact Us

For more information please contact Seafood Industry Australia:

Laura Davies

Trade Export Manager

trade@seafoodindustryaustralia.com.au

info@seafoodindustryaustralia.com.au

Websites:

www.seafoodindustryaustralia.com.au

www.greataustralianseafood.com.au