



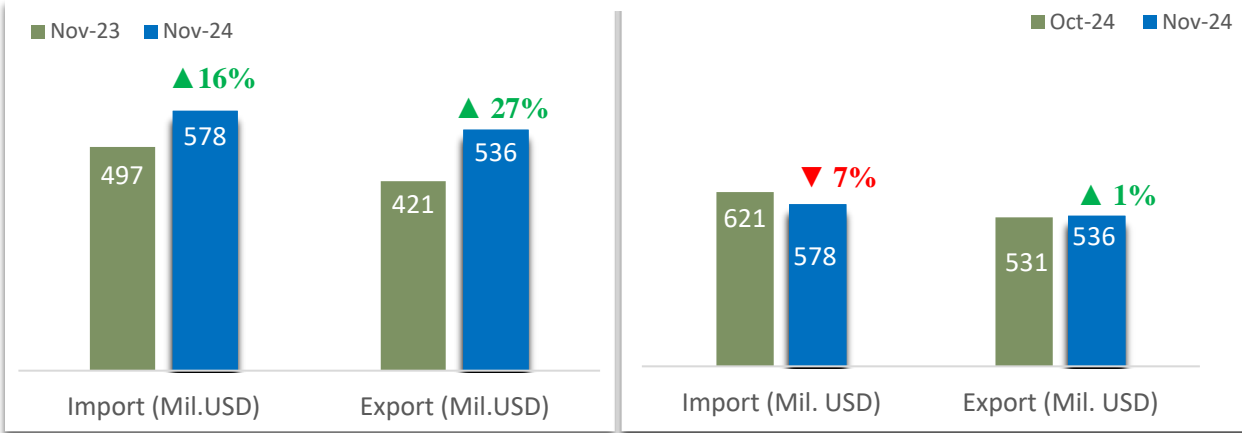
MONTHLY REPORT ON
AGRI-PRODUCT EXPORT

FROM VIETNAM TO
ASEAN MARKET



THE SITUATION OF AGRO-FORESTRY-FISHERY (AFF) PRODUCT EXPORT FROM VIET NAM TO ASEAN IN NOVEMBER 2024

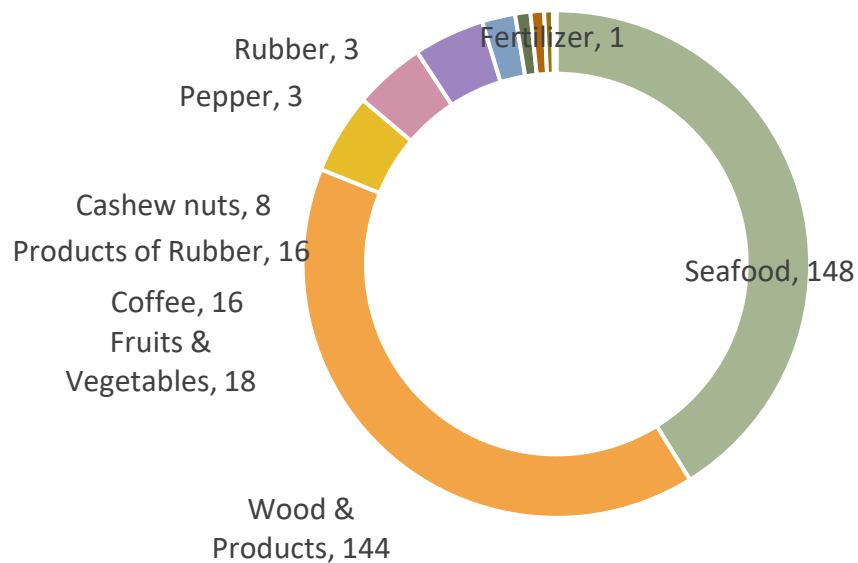
AFF product import-export turnover between Viet Nam and ASEAN, November 2024



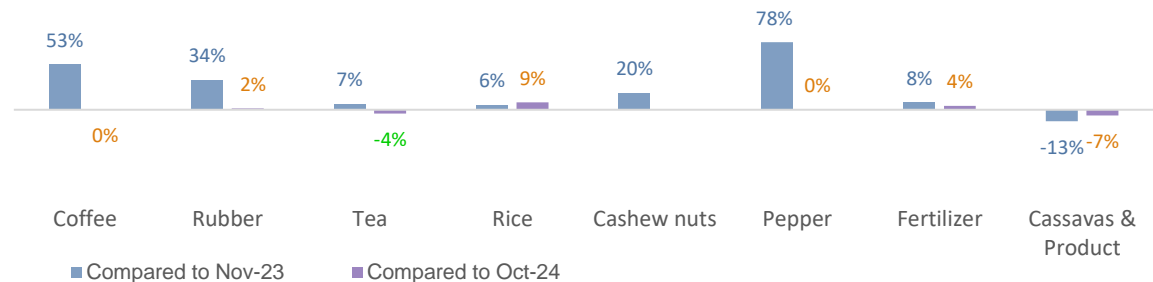
Changes in key AFF product export value to ASEAN in Nov 2024 compared to Oct 2024



Key AFF product export value to ASEAN, November 2024



Changes in average export value of key AFF products to ASEAN in Nov-24 compared to Nov-23 and compared to Nov-24



Source: Calculated from data the General Department of Customs

Unit: Mil.USD

SPOTLIGHTS

Philippines' agricultural output declines in Q3 2024

In the third quarter of 2024, the agricultural output of the Philippines recorded its sharpest decline in nearly four years, decreasing by 3.7% compared to the same period last year, surpassing the 3.2% decline of the previous quarter. This represents the largest drop since the fourth quarter of 2020 (a 3.8% decline). Notably, crop production—which accounts for 50% of total agricultural output—fell by 5.1%. The primary cause was the negative impact of El Niño and La Niña phenomena.

The World Bank (WB) has revised its GDP growth forecast for the Philippines down to 5.9% in 2024, citing the impact of typhoons on agricultural production and government spending. The WB also projects GDP growth of 6.1% in 2025 and a steady rate of 6.0% in 2026.

Source: reuters.com

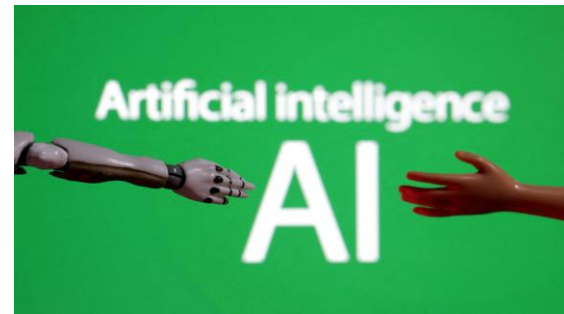
Malaysia Launches National AI Office

Malaysia has launched a National Artificial Intelligence (AI) Office to guide policy-making and address legal issues. The office will focus on strategic planning, research and development, and overseeing the implementation of regulations. In its first year, the AI Office will pursue seven objectives, including developing a code of ethics, a legal framework for AI, and a five-year AI technology action plan leading up to 2030.

Source: reuters.com



Philippines' agricultural output declines in Q3 2024



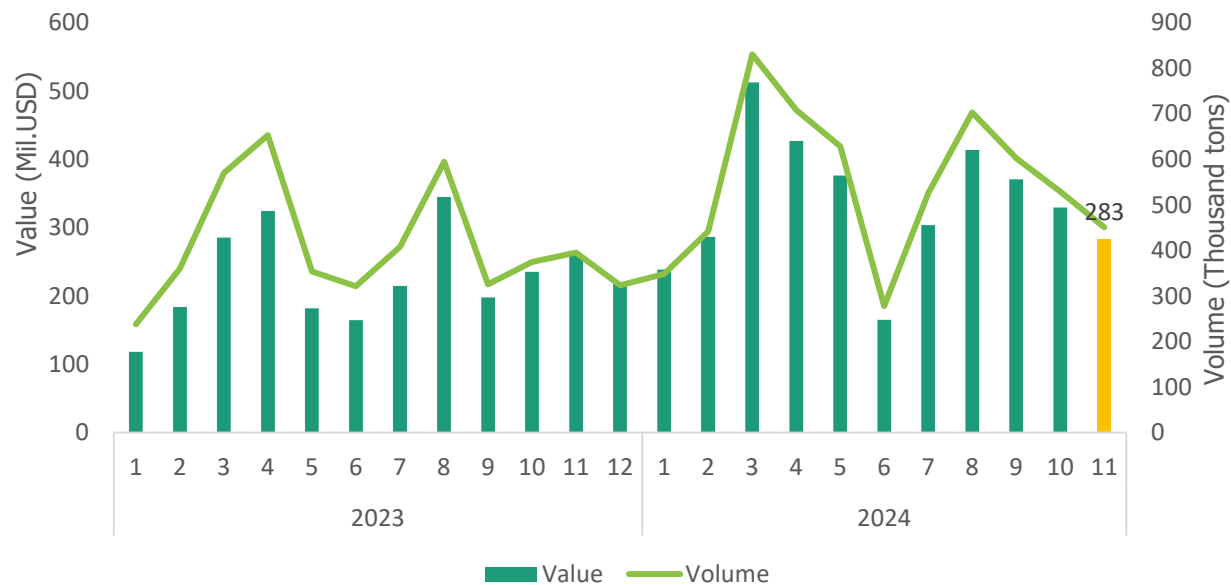
Malaysia Launches National AI Office





RICE

Export volume and value to ASEAN, Nov-2024



Export results to ASEAN, Nov-2024

VALUE
283.2 Mil.USD

↘ Decrease **14.1%** compared to Oct-24

↗ Increase **8.8%** compared to Nov-23

↗ **55.6 Mil.USD** more than the monthly average rate in 2023.

◇ Accumulated 11 months of 2024 reaches **3.7 Bil. USD** and the rate is **135.8%** of the total in 2023.

VOLUME
450.4 thousand tons

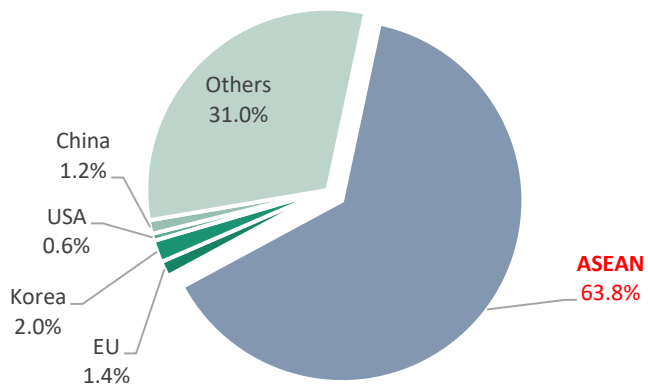
↘ Decrease **15.0%** compared to Oct-24

↗ Increase **14.0%** compared to Nov-23

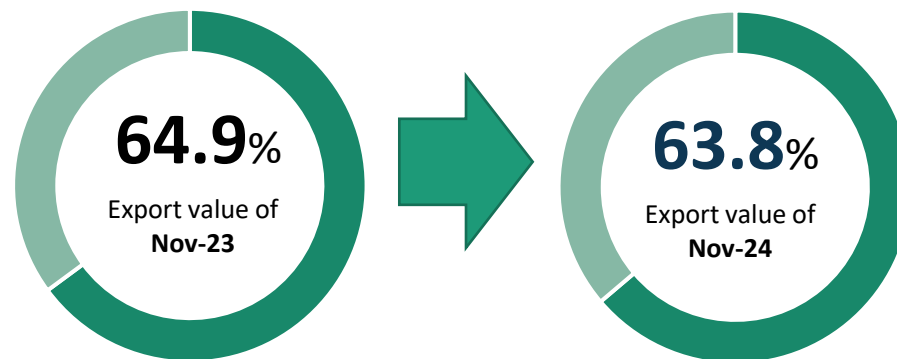
↗ **40.6 thousand tons** more than the monthly average rate in 2023.

◇ Accumulated 11 months of 2024 reaches **6.0 Mil tons** and the rate is **122.9%** of the total in 2023.

Percentage of export value to ASEAN, Nov-2024



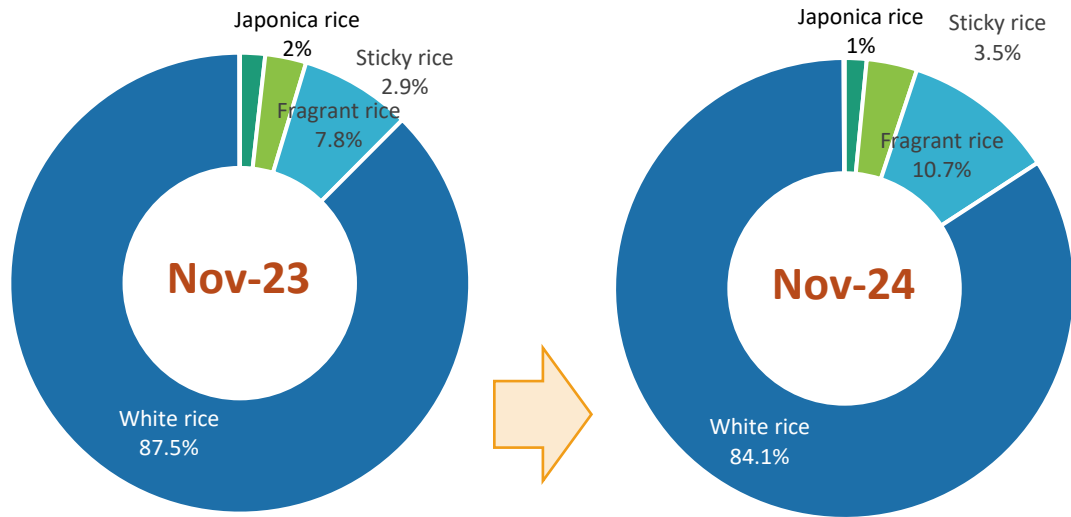
Changes in the percentage of export value to ASEAN, Nov-2024



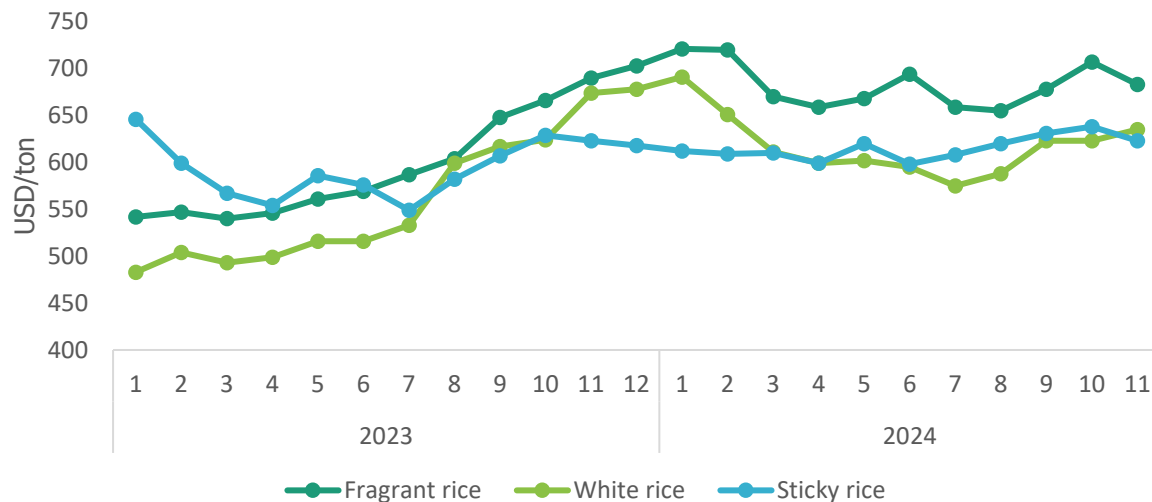


RICE

Structure of exports by products to ASEAN, Nov-2024



Average export price to ASEAN, Nov-2024



Export results to ASEAN, Nov-2024



White rice

Value: **238.2** Mil.USD
 Decrease **16%** compared to Oct-24
 Increase **5%** compared to Nov-23



Fragrant rice

Value: **30.4** Mil.USD
 Increase **7%** compared to Oct-24
 Increase **49%** compared to Nov-23



Sticky rice

Value: **10.0** Mil.USD
 Decrease **13%** compared to Oct-24
 Increase **34%** compared to Nov-23

Sticky rice

The average export price in Nov-24 is **623** USD/ton; **Decrease 2%** compared to the previous month; and **decrease 0.1%** compared to the same month in 2023.

Fragrant rice

The average export price in Nov-24 is **683** USD/ton; **Decrease 3%** compared to the previous month; and **decrease 1%** compared to the same month in 2023.

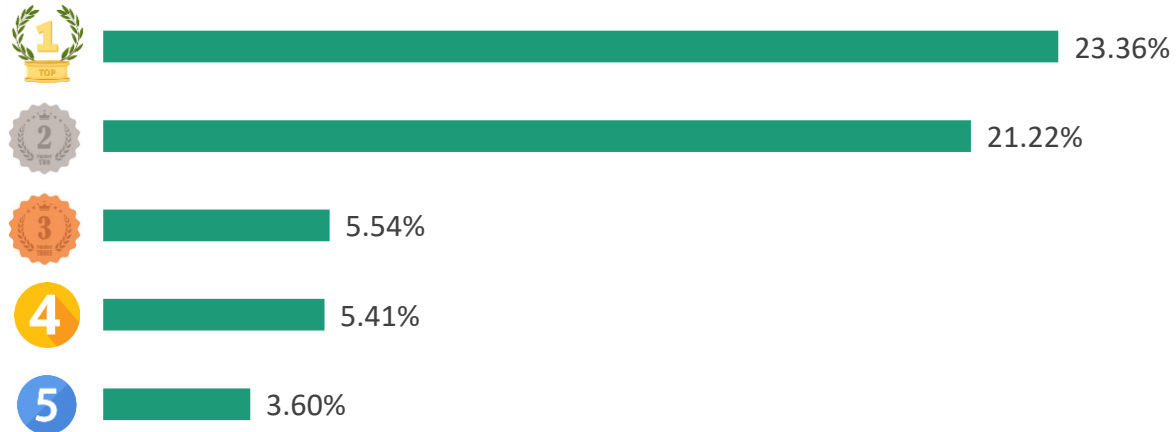
White rice

The average export price in Nov-24 is **635** USD/ton; **Increase 2%** compared to the previous month; and **decrease 6%** compared to the same month in 2023.

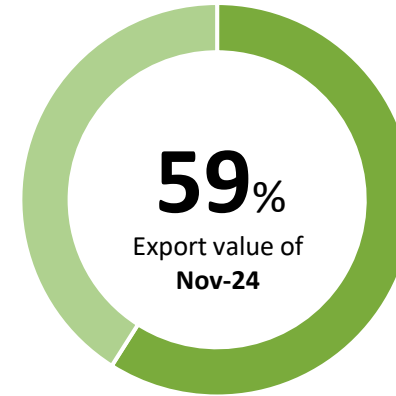


RICE

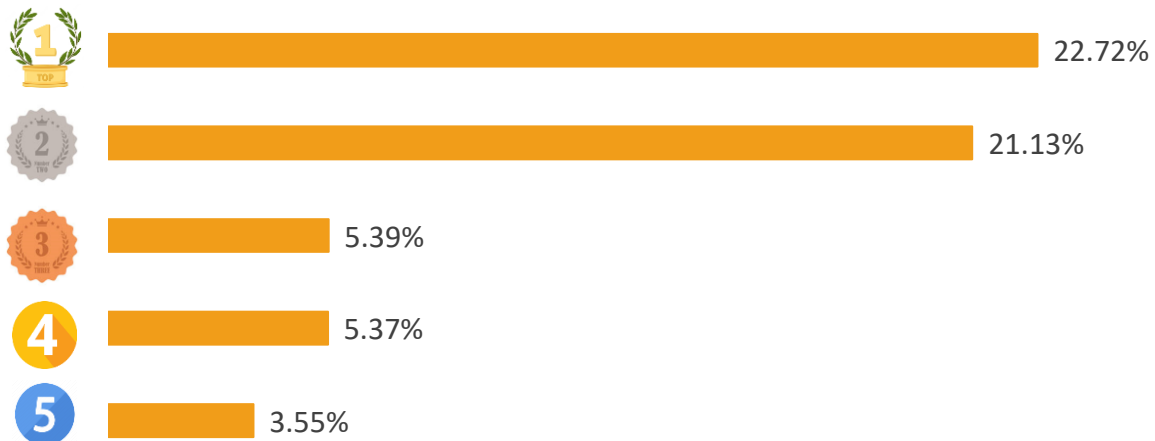
Top 5 export enterprises by value to ASEAN, Nov-2024



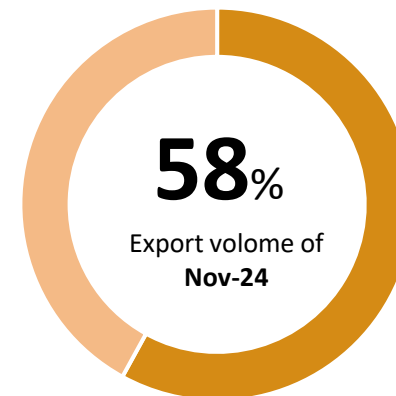
Value ratio of Top 5 export enterprise to ASEAN, Nov-2024



Top 5 export enterprises by volume to ASEAN, Nov-2024



Volume ratio of Top 5 export enterprise to ASEAN, Nov-2024





RICE

SPOTLIGHTS

01

According to Indonesia's Coordinating Minister for Food Affairs, Mr. Zulkifli Hasan, Indonesia's national rice reserves reached 8 million tons by the end of 2024. The Indonesian National Logistics Agency (Bulog) alone has stored 2 million tons of rice. Therefore, the Indonesian government has decided to halt imports and plans to produce 32 million tons of rice in 2025. This production volume exceeds the domestic rice consumption demand, which is approximately 31 million tons. The Head of Indonesia's National Food Agency (Bapanas), Mr. Arief Prasetyo Adi, also confirmed that Indonesia will not continue importing rice as domestic reserves are sufficient. The country is currently focusing on preparations for the main harvest season, which is expected to yield 12–13 million tons of rice around late February to March 2025.

Source: Vnbusiness.vn

02

The Thai Ministry of Commerce has announced that Thailand is expected to export over 10 million tons of rice in 2024, the highest level in five years. By the end of November 2024, Thailand had exported 9.27 million tons of rice and is projected to exceed 10 million tons by the end of the year, generating \$6 billion in revenue. However, Thailand forecasts that rice exports in 2025 will reach 7.5 million tons, a 12% decrease compared to 2024, due to declining rice import demand from traditional markets and fierce competition from Indian rice. In 2025, India is expected to increase its rice export volume compared to 2024.

Source: Nhandan.vn





FRUITS AND VEGETABLES (EXPORT)

Export value to the ASEAN, Nov-2024



Export results to the ASEAN, Nov-2024

VALUE
49.0
Mil.USD

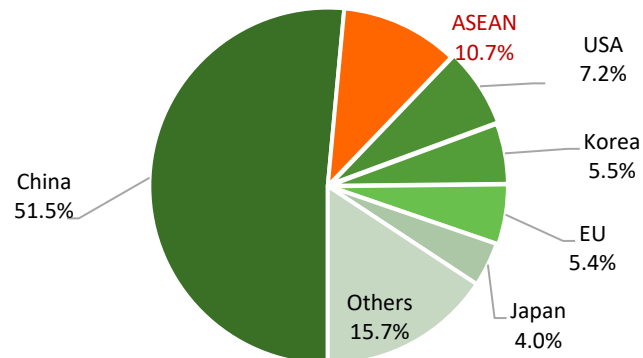
Increase **35.9%** compared to Oct-24

Increase **115.9%** compared to Nov-23

23.1 Mil.USD more than the monthly average rate in 2023.

Accumulated 11 months of 2024 reaches **403.5 Mil.USD**, and the rate is **130.0%** of the total in 2023.

Percentage of export value to the ASEAN, Nov-2024



Changes in percentage of export value to the ASEAN, Nov-2024

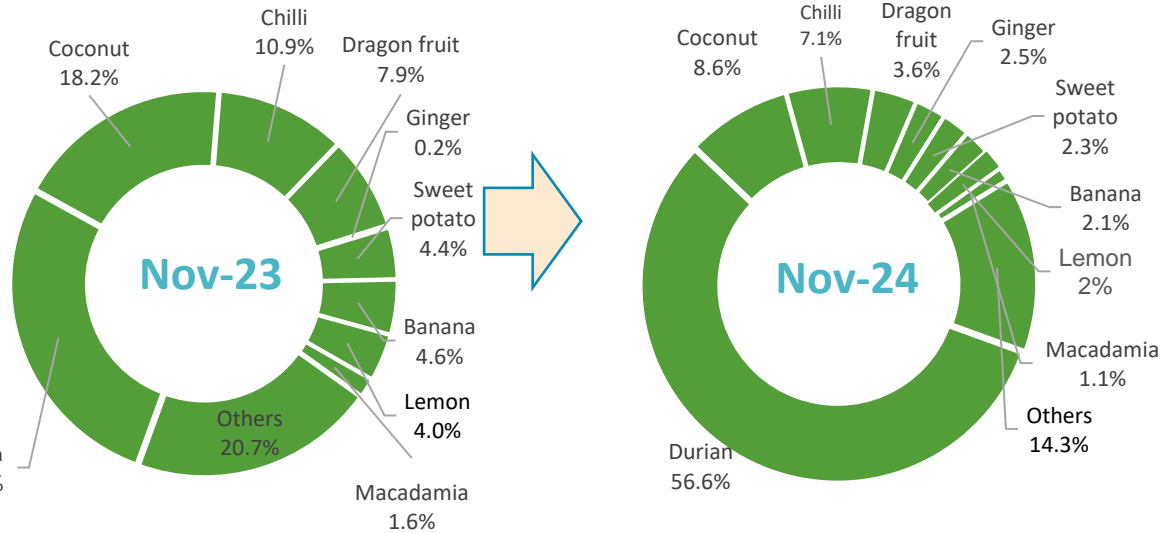




FRUITS AND VEGETABLES (EXPORT)

Structure of exports by products to the ASEAN, Nov-2024

Export results to the ASEAN, Nov-2024



Durian

Value: **27.7** Mil.USD

Increase **67.7%** compared to Oct-24

Increase **344.4%** compared to Nov-23



Coconut

Value: **4.2** Mil.USD

Increase **13.6%** compared to Oct-24

Increase **2.1%** compared to Nov-23



Chilli

Value: **3.5** Mil.USD

Increase **59.7%** compared to Oct-24

Increase **39.6%** compared to Nov-23



Dragon fruit

Value: **1.8** Mil.USD

Decrease **13.2%** compared to Oct-24

Decrease **1.1%** so compared to Nov-23



Ginger

Value: **1.2** Mil.USD

Increase **198.1%** compared to Oct-24

Increase **2825%** compared to Nov-23



Sweet potato

Value: **1.2** Mil.USD

Increase **7.5%** compared to Oct-24

Increase **13.1%** compared to Nov-23



Banana

Value: **1.0** Mil.USD

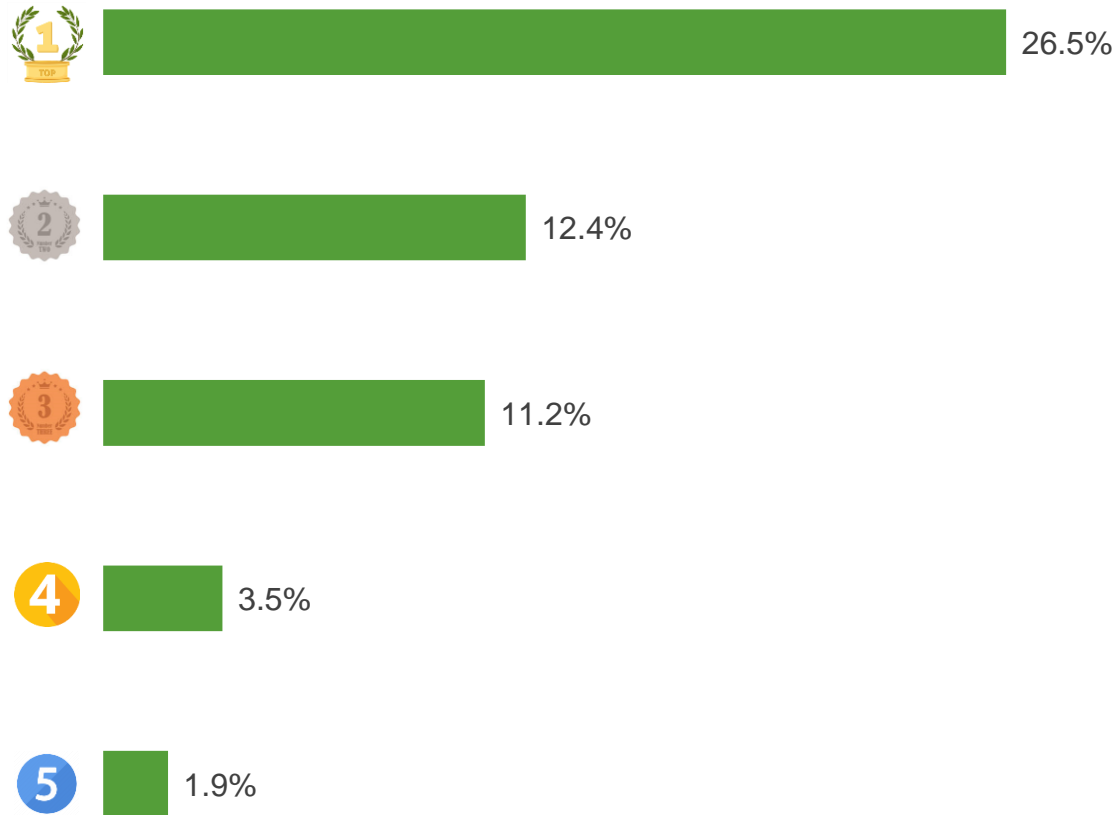
Decrease **9.9%** compared to Oct-24

Decrease **0.3%** compared to Nov-23

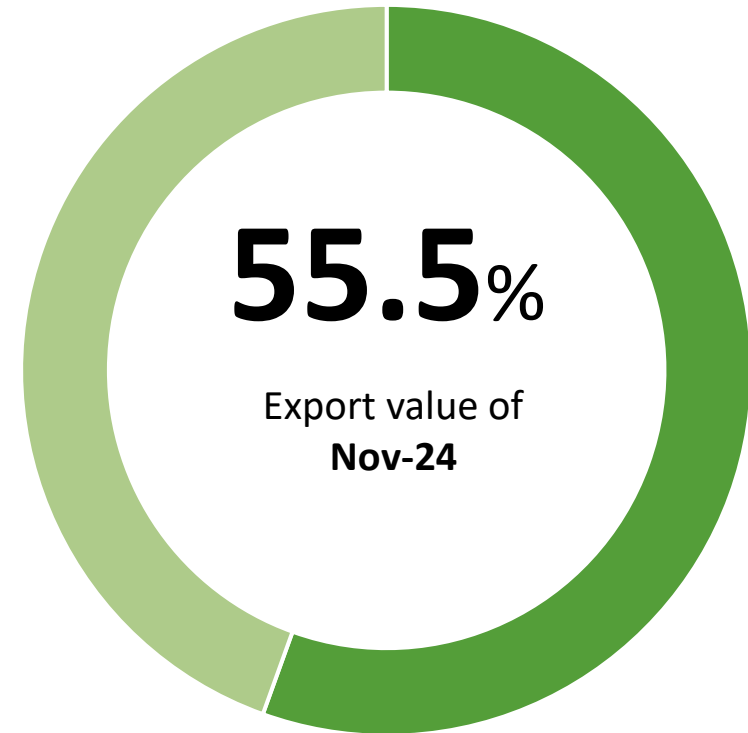


FRUITS AND VEGETABLES (EXPORT)

TOP5 export enterprises by value to the ASEAN, Nov-2024



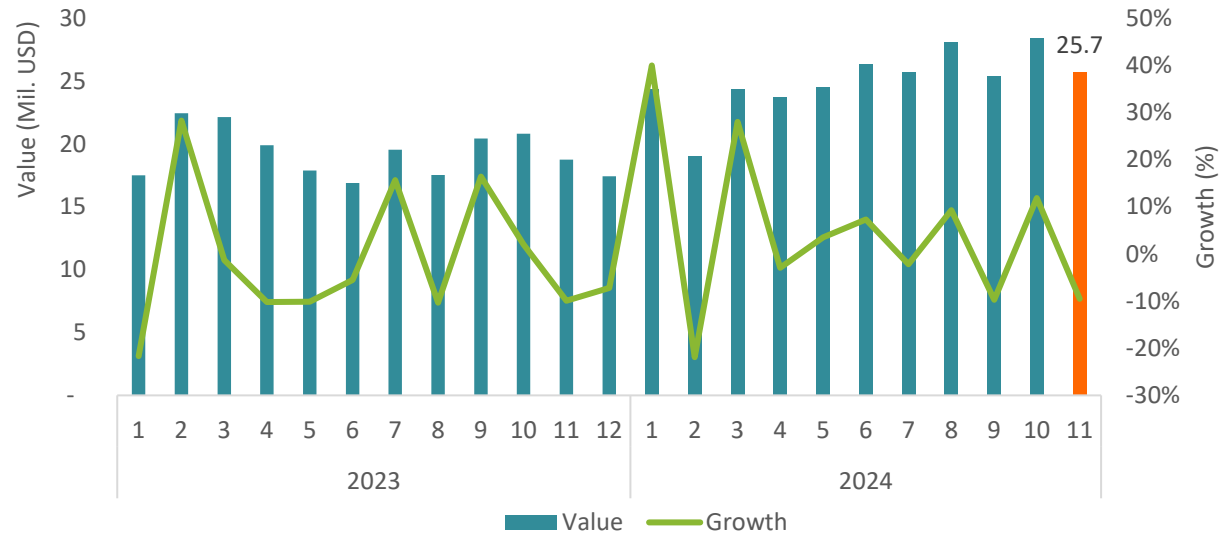
Value ratio of TOP 5 export enterprises to the ASEAN, Nov-2024





FRUITS AND VEGETABLES (IMPORT)

Import value from the ASEAN, Nov-2024



Import results from the ASEAN, Nov-2024

VALUE



25.7

Mil.USD

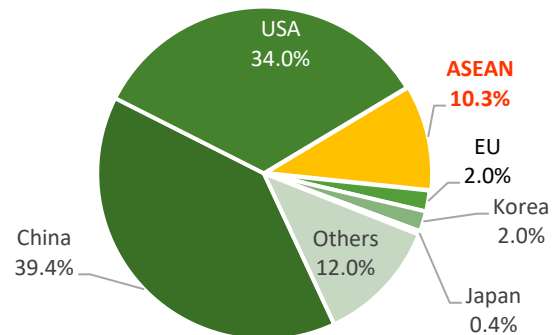
Decrease **9.5%** compared to Oct-24

Increase **37.0%** compared to Nov-23

6.4 Mil.USD more than the monthly average rate in 2023.

Accumulated 11 months of 2024 reaches **275.8 Mil.USD**, and the rate is **119.2%** of the total 2023.

Percentage of import value from the ASEAN, Nov-2024



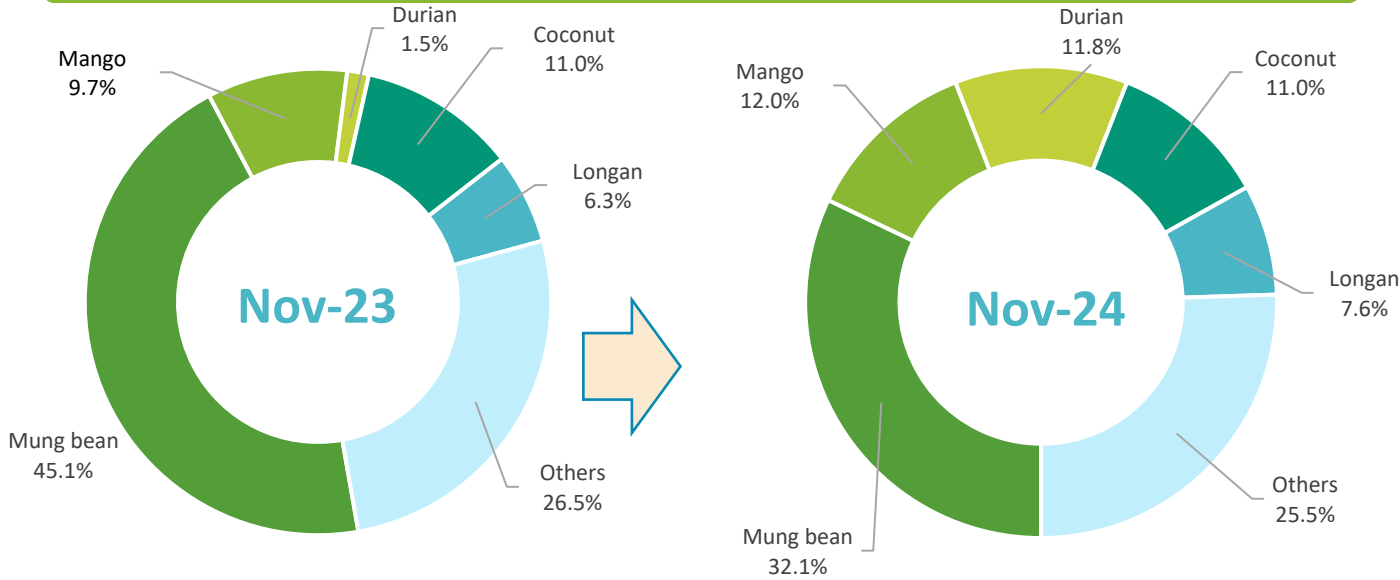
Changes in percentage of import value from the ASEAN, Nov-2024





FRUITS AND VEGETABLES (IMPORT)

Structure of imports by products from the ASEAN, Nov-2024



Durian

Value: **3.1** Mil.USD

Increase **27.4** times compared to Oct-24

Increase **10.8.4** times compared to Nov-23



Coconut

Value: **2.8** Mil.USD

Decrease **54.3**% compared to Oct-24

Increase **36.9**% compared to Nov-23

Import results from the ASEAN, Nov-2024



Mung bean

Value: **8.3** Mil.USD

Decrease **19.8**% compared to Oct-24

Decrease **2.3**% compared to Nov-23



Mango

Value: **3.1** Mil.USD

Increase **25.0**% compared to Oct-24

Increase **68.4**% compared to Nov-23



Longan

Value: **1.95** Mil.USD

Increase **50.5**% compared to Oct-24

Increase **65.6**% compared to Nov-23



The Philippines exports Hass avocados to Japan

Hass avocados from the Philippines have been approved for import into Japan, following bananas and pineapples. Entering Japan's highly demanding market is expected to pave the way for Philippine-grown Hass avocados to access other international markets and highlight the potential for further expansion of the country's agricultural product exports.

Source: Freshplaza.com

The Philippines Cracks Down on Onion Importers for Price Manipulation

The Philippine Department of Agriculture (DA) has taken action against three importers accused of engaging in price manipulation of onions in the domestic market. The three importers—La Reina Fresh Vegetables Young Indoor Plants Incorporated, Vegefru Producing Store, and Yom Trading Corporation—had their licenses revoked following the DA's decision.

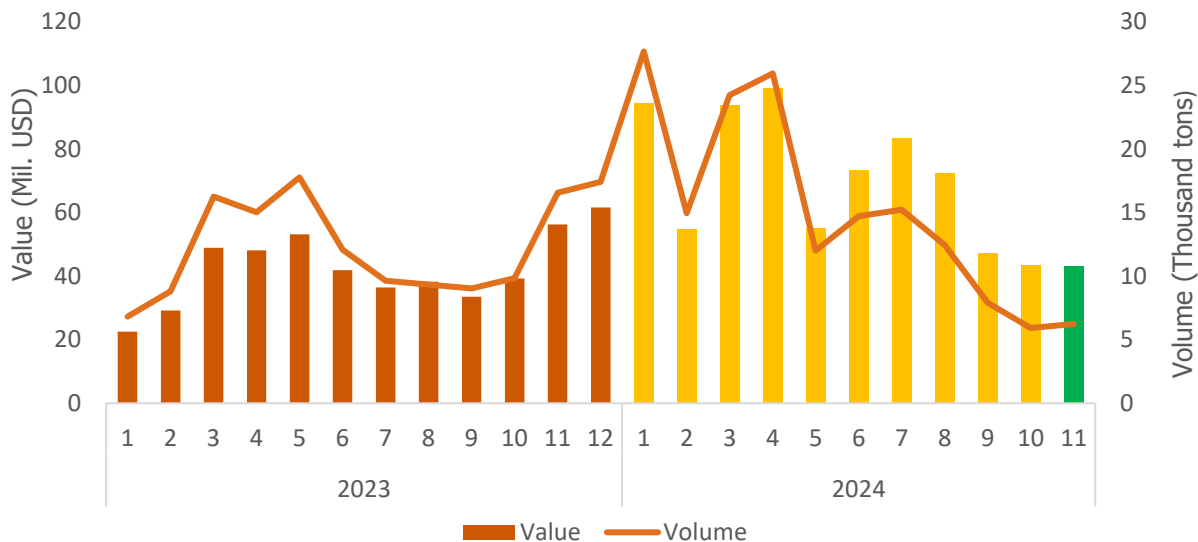
This move comes after the enactment of the Anti-Agricultural Smuggling Act, aimed at addressing smuggling and other forms of economic sabotage in the agricultural sector.

Source: Freshplaza.com



COFFEE

Export volume and value to ASEAN, Nov-2024



Export results to ASEAN, Nov-2024

VALUE

43.1 *Mil.USD*

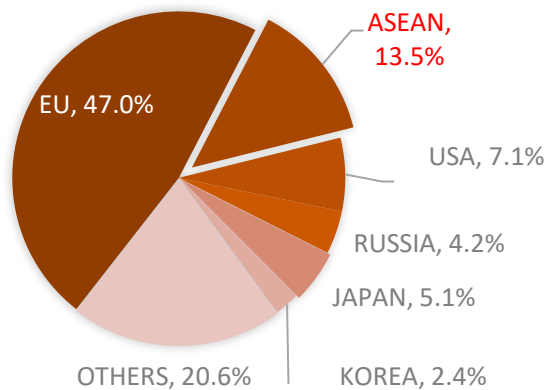
- Decrease **0.3%** compared to Oct-24
- Decrease **23.3%** compared to Nov-23
- ↗ **0.7** *Mil.USD* more than the monthly average rate in 2023.
- Accumulated 11 months of 2024 reaches **759.5** *Mil.USD*, and the rate is **149.3%** of the total in 2023.

VOLUME

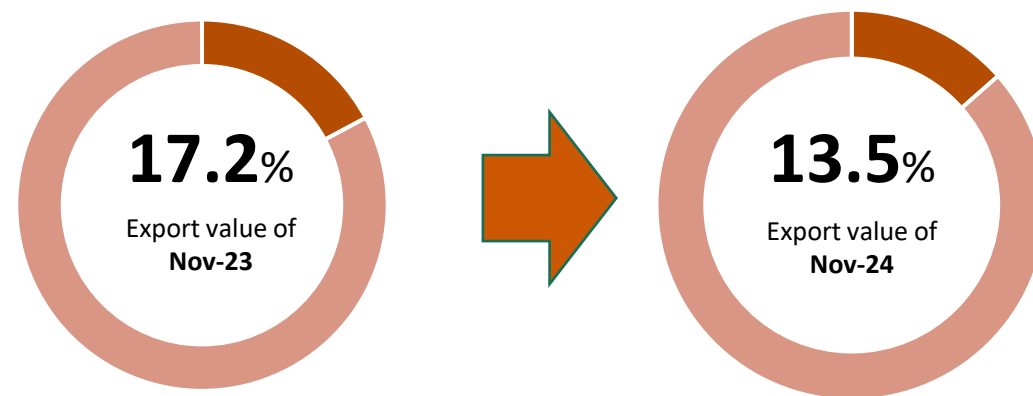
6.2 *thousand tons*

- ↗ Increase **5.5%** compared to Oct-24
- Decrease **62.3%** compared to Nov-23
- ↘ **6.1** *thousand tons* less than the monthly average rate in 2023.
- Accumulated 11 months of 2024 reaches **167.2** *thousand tons*, and the rate is **112.6%** of the total in 2023.

Percentage of export value to ASEAN, Nov-2024

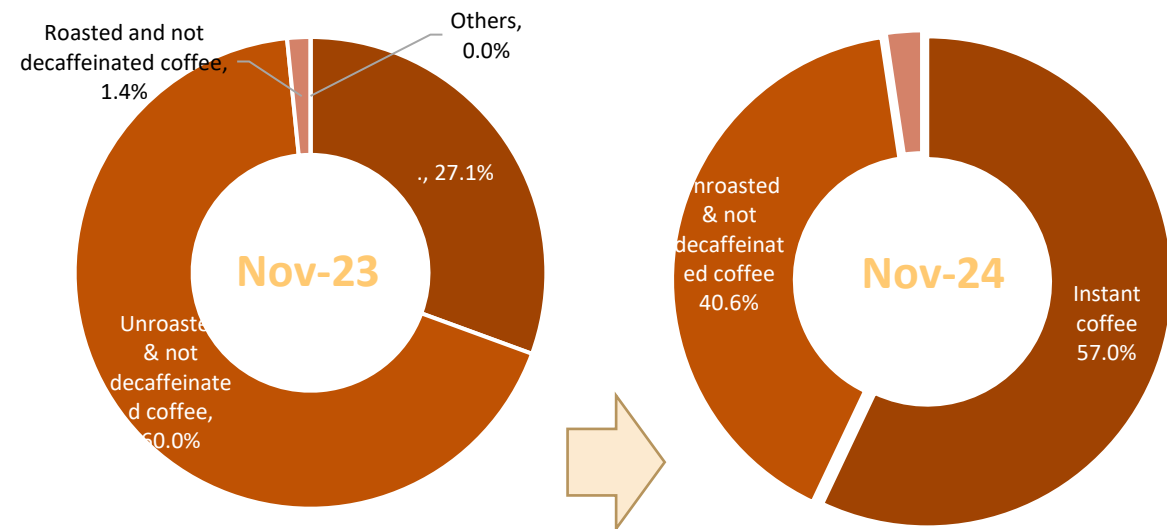


Changes in percentage of export value to ASEAN, Nov-2024



COFFEE

Structure of exports by products to ASEAN, Nov-2024



Export results to ASEAN, Nov-2024



Unroasted & not decaffeinated coffee

Value: **15** Mil.USD
 Increase **65.8** compared to Oct-24
 Decrease **54.3%** compared to Nov-23



Instant coffee

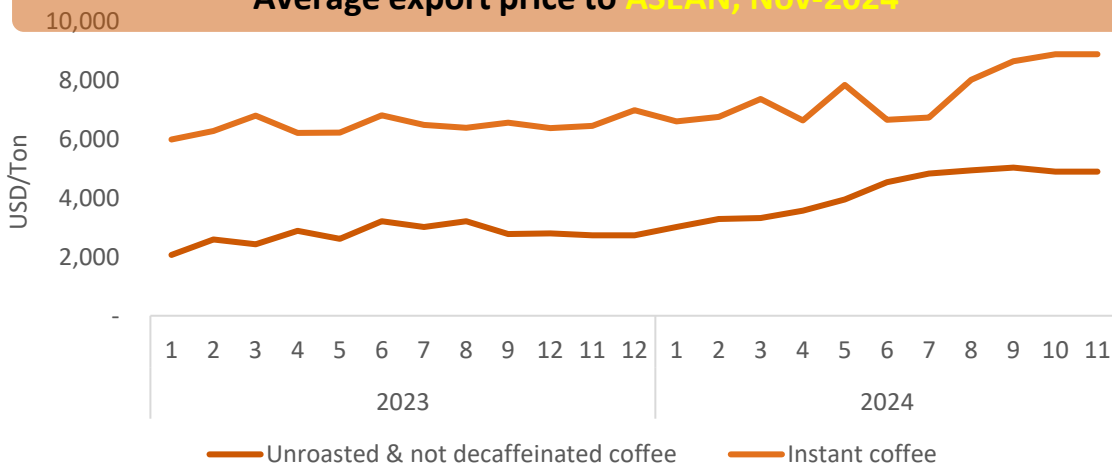
Value: **21** Mil.USD
 Decrease **9.8%** so compared to Oct-24
 Increase **42.3%** compared to Nov-23



Others

Value: **6.3** Mil.USD
 Increase **6.1%** compared to Oct-24
 Decrease **0.2%** compared to Nov-23

Average export price to ASEAN, Nov-2024



Instant coffee

The average export price in Nov-24 is **8,876** USD/ton. Increase **2.7%** compared to the previous month and increase **41.6%** compared to the same month in 2023..

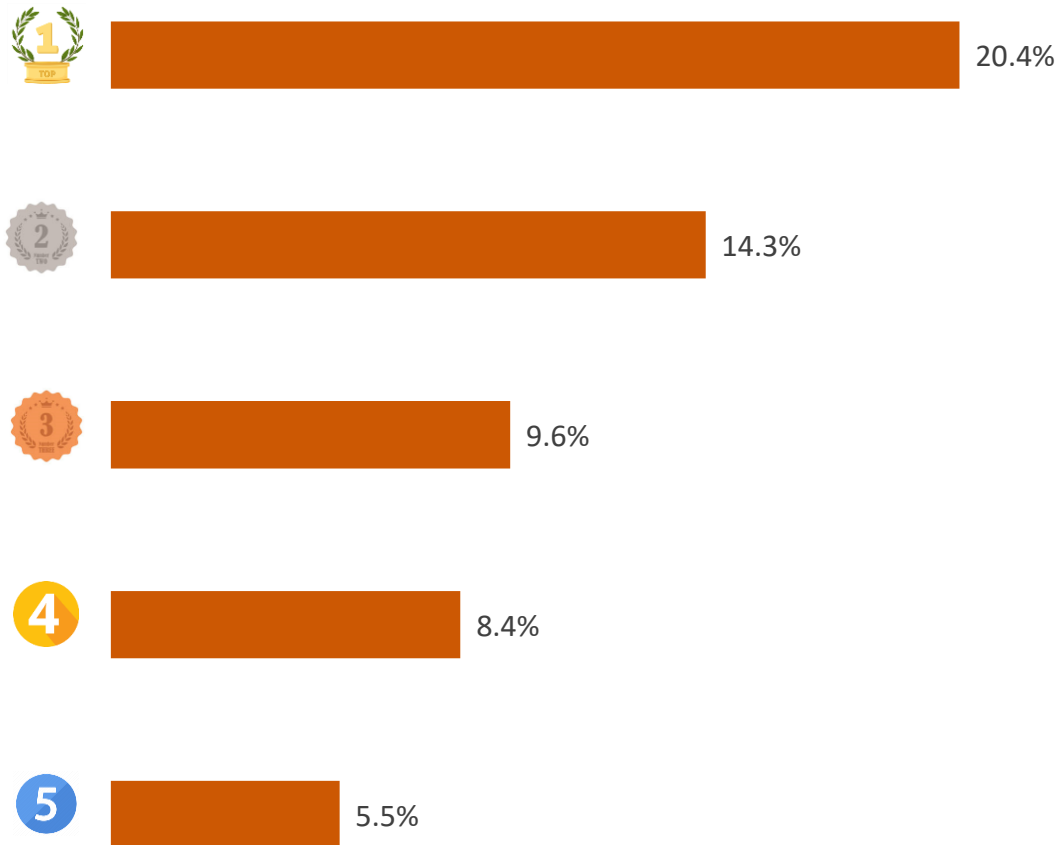
Unroasted & not decaffeinated coffee

The average export price in Nov-24 is **4,894** USD/ton; Decrease **2.7%** compared to the previous month and increase **78.6%** compared to the same month in 2023..

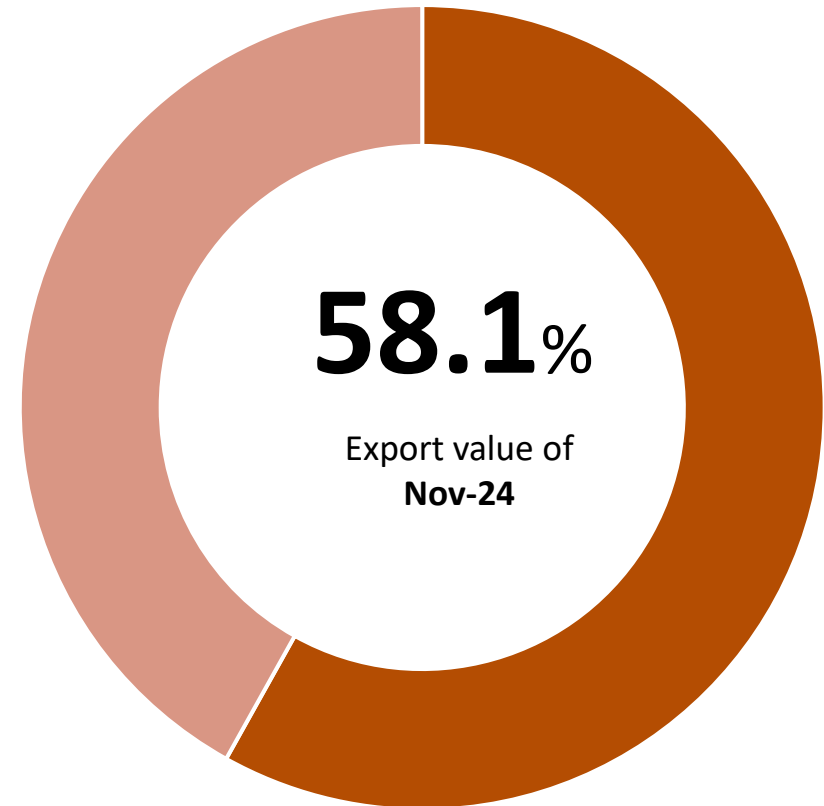


COFFEE

TOP 5 export enterprises by value to ASEAN, Nov-2024



Value ratio of TOP 5 export enterprises to ASEAN, Nov-2024



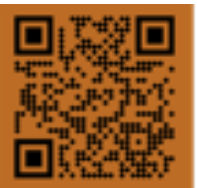


Indonesia's Fore Coffee Plans to Open 60 New Stores in 2025

Jakarta-based coffee chain Fore Coffee plans to open 60 new stores in 2025, matching the 61 stores it opened in 2024. Currently, Fore Coffee operates 230 stores in Indonesia and one store in Singapore. The company adopts a three-tiered expansion strategy, focusing on major cities (Jakarta, Surabaya, Jogja), and extending into tier-2 and tier-3 cities such as Semarang, Makassar, and Magelang. Established in 2018, Fore Coffee closed 50% of its stores in 2020 to reduce costs during the COVID-19 pandemic but rebounded in 2021, reaching 172 stores by 2023.

Indonesia is the sixth-largest branded coffee chain market in East Asia, with over 4,700 stores, led by two domestic chains, Janji Jiwa and Kopi Kenangan, each operating over 900 outlets. According to World Coffee Portal, the market is projected to grow to 9,500 stores by 2029.

Source: World Coffee Portal (12/2024)



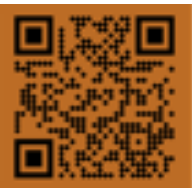


Luckin Coffee Partners with Hextar Industries Berhad to Launch in Malaysia in 2025

Luckin Coffee, the major Chinese coffee chain, has granted exclusive franchise rights to Hextar Industries Berhad for its rollout in Malaysia, scheduled for Q1 2025. This partnership will be executed through Hextar's newly established subsidiary, Global Aroma Sdn Bhd (GASB), founded in July 2024.

Hextar aims to expand the Luckin Coffee brand in Malaysia, leveraging the chain's affordable pricing strategy and technological integration to compete in the increasingly crowded coffee market. Eddie Ong, the principal owner of Hextar, emphasized that this marks a significant milestone as Hextar ventures into the food and beverage industry for the first time.

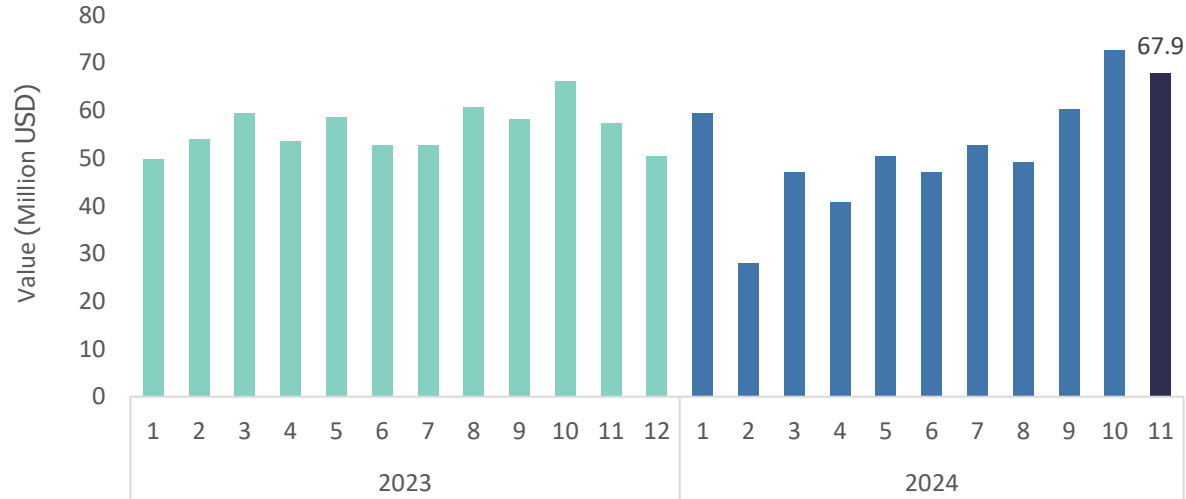
Meanwhile, domestic chains such as ZUS Coffee (586 outlets), Gigi Coffee (160 outlets), and Bask Bear (125 outlets) are rapidly expanding. International brands like Starbucks, McCafé, and The Coffee Bean & Tea Leaf maintain a strong presence with 405, 300, and 197 outlets, respectively, in Malaysia.





FISHERIES

Export value to ASEAN, Nov-2024



Export results to ASEAN, Nov-2024

VALUE



67.9 Mil.USD

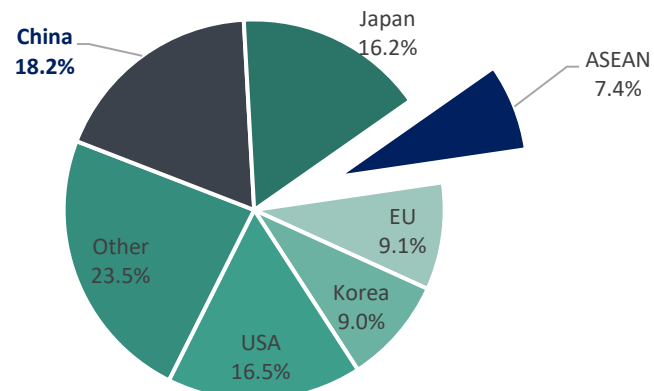
↘ Decrease **6.4%** compared to Oct-24

↗ Increase **18.2%** compared to Nov-23

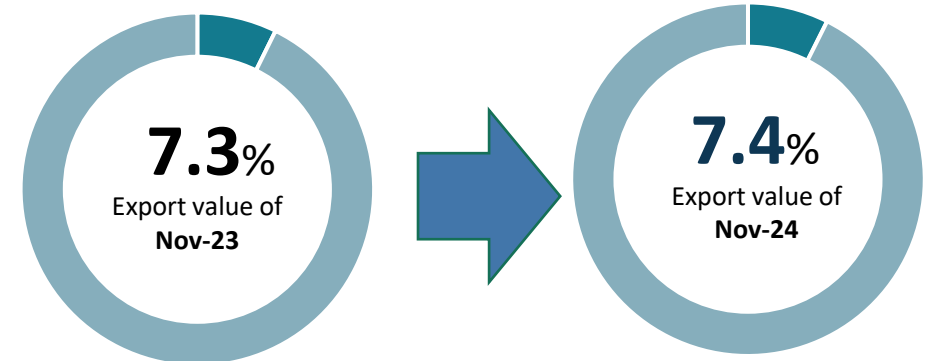
▲ **11.8 Mil.USD** more than the monthly average rate in 2023.

◇ Accumulated 11 months of 2024 reaches **575.4 Mil.USD**, and the rate is **85.4%** of the total in 2023.

Percentage of export value to ASEAN, Nov-2024



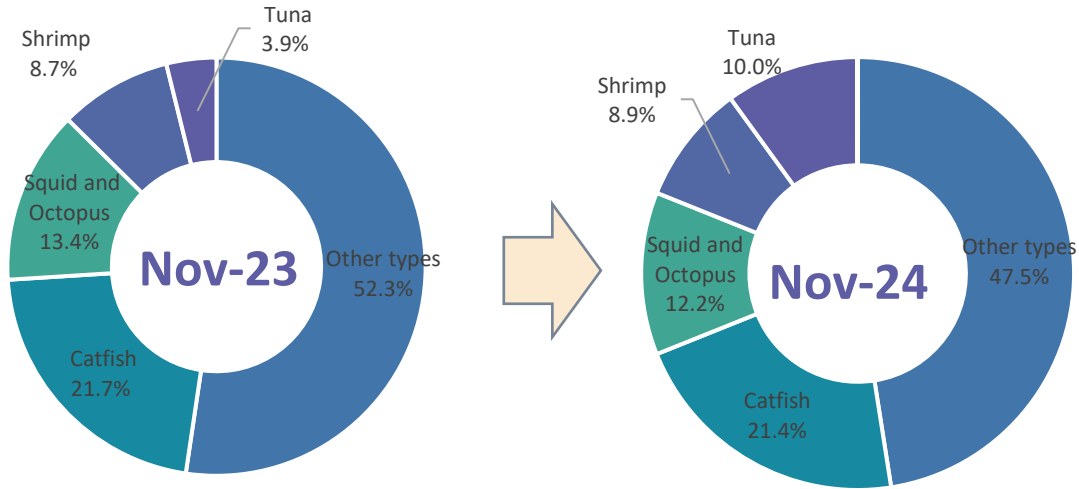
Change in percentage of export to ASEAN, Nov-2024



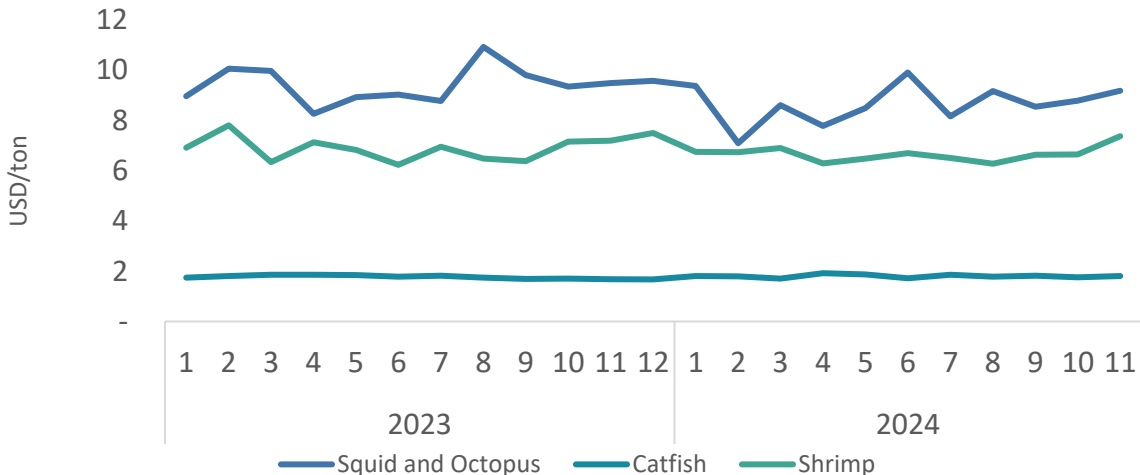


FISHERIES

Structure of exports by products to ASEAN, Nov-2024



Average export price to ASEAN, Nov-2024



Export results to ASEAN, Nov-2024



Catfish

Value: **14.5** Mil.USD

Increase **5.2%** compared to Oct-24

Increase **16.9%** compared to Nov-23



Squid & Octopus

Value: **8.3** Mil.USD

Decrease **0.6%** compared to Oct-24

Increase **7.1%** compared to Nov-23



Shrimp

Value: **6.1** Mil.USD

Increase **2.9%** compared to Oct-24

Increase **21.2%** compared to Nov-23

Squid & Octopus

The average export price in Nov-24 is **9.2 USD/kg**; Increase **4.7%** compared to the previous month; and decrease **3.2%** compared to the same month in 2023.

Catfish

The average export price in Nov-24 is **1.8 USD/kg**; Increase **3.2%** compared to the previous month; and increase **78%** compared to the same month in 2023.

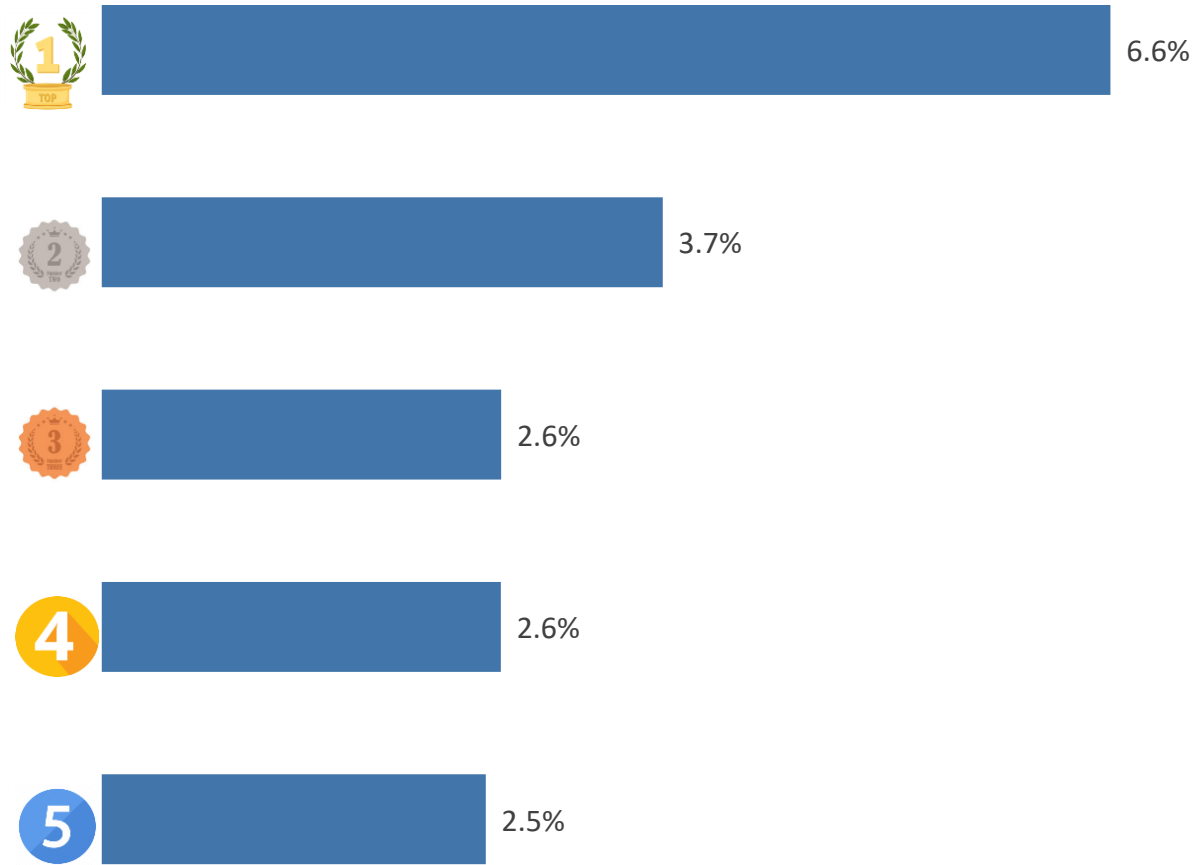
Shrimp

The average export price in Nov-24 is **7.4 USD/kg**; Increase **11.0%** compared to the previous month; and increase **2.5%** compared to the same month in 2023.

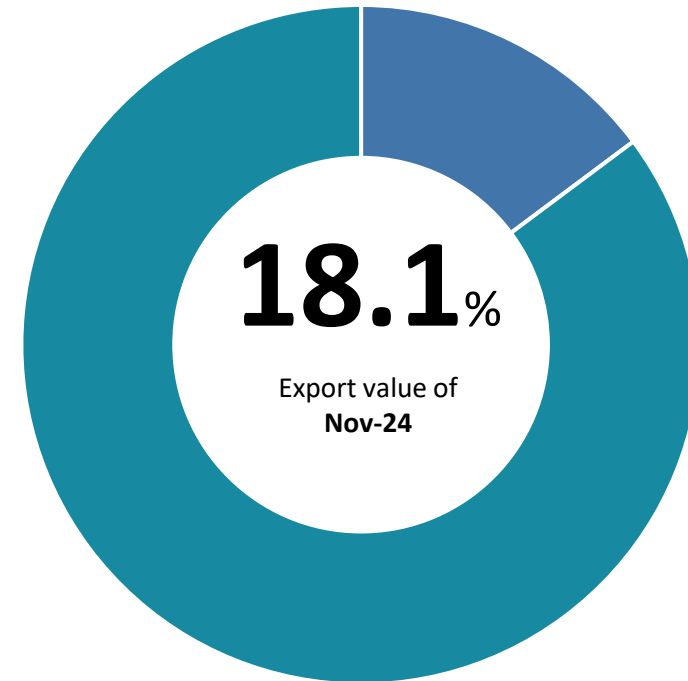


FISHERIES

TOP 5 export enterprises by value to ASEAN, Nov-2024



Value ratio of TOP 5 export enterprises to ASEAN, Nov-2024



01

Indonesia's Shrimp Exports Recover

After a long period of decline, Indonesia's shrimp exports began to recover in July 2024. Export volume over the four months from July to October reached 72,624 tons, an increase of 4% compared to the same period in 2023. However, total exports for the first 10 months of 2024 were still down 5% year-on-year, amounting to approximately 165,956 tons. By market, total shrimp exports to the United States in the first 10 months of 2024 decreased by 5%, Japan by 2%, and China by a significant 35%. In contrast, other markets experienced substantial growth, including the Netherlands (+37%), Canada (+54%), the United Kingdom (+45%), Russia (+34%), Malaysia (+22%), and Belgium (+46%).

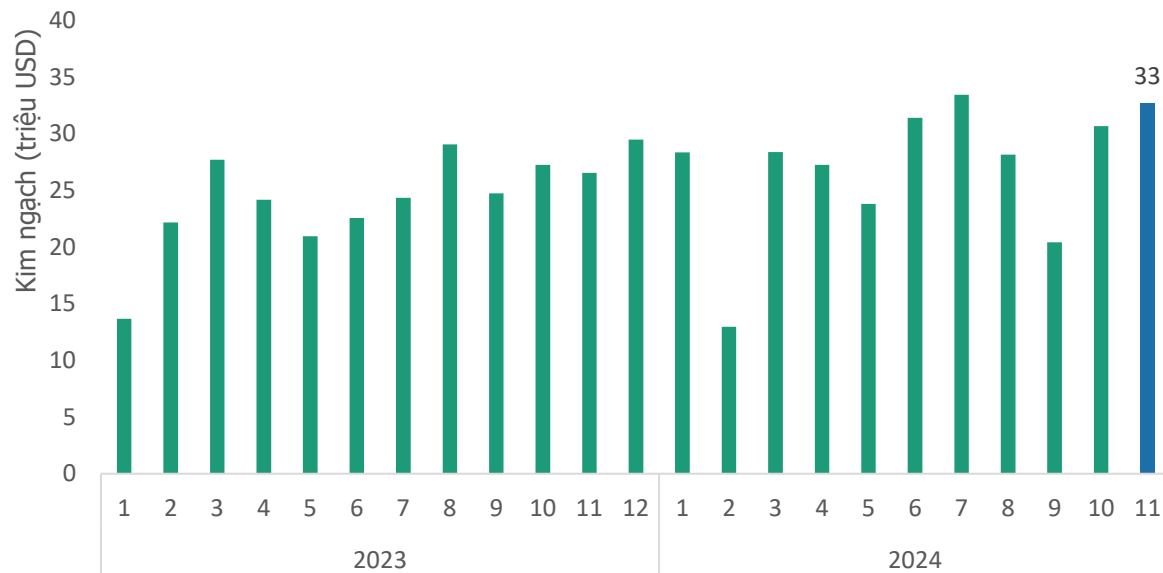
Source: shrimpsights.com (12/2024)





WOOD & WOODEN PRODUCTS

Export volume and value to ASEAN, Nov-2024



Export results to ASEAN, Nov-2024

VALUE



33

Mil.USD

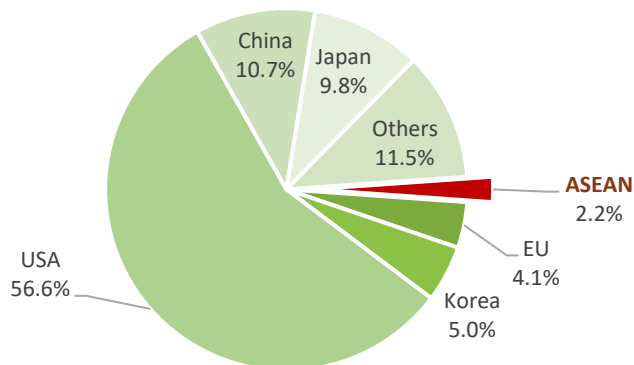
➔ Increase **6.7%** compared to Oct-24

➔ Increase **23.1%** compared to Nov-23

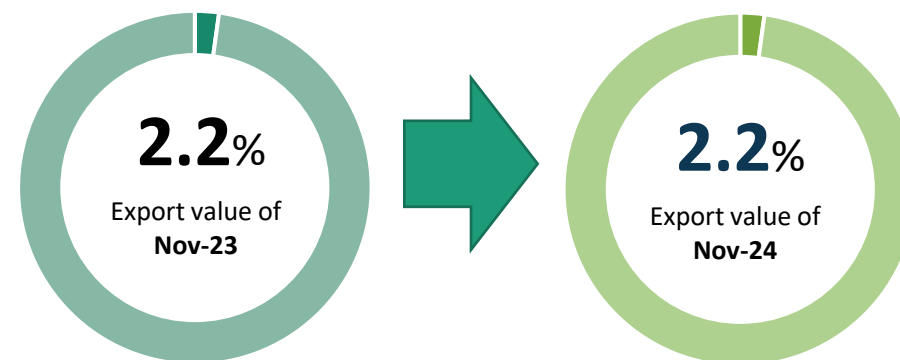
⬆️ **8.3 Mil.USD** more than the monthly average rate in 2023.

❖ Accumulated 11 months of 2024 reaches **297.4 Mil.USD**, and the rate is **101.7%** of the total in 2023.

Percentage of export value to ASEAN, Nov-2024



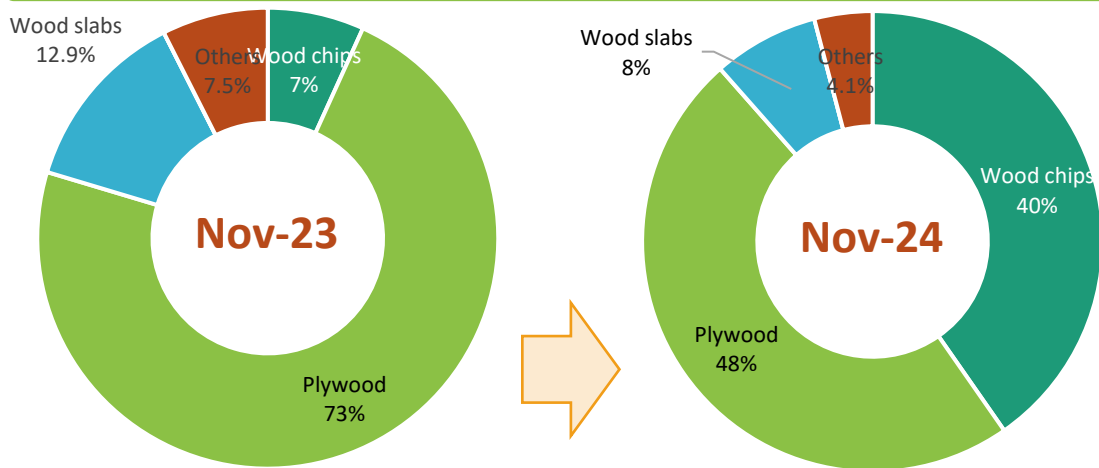
Changes in percentage of export value to ASEAN, Nov-2024





WOOD & WOODEN PRODUCTS

Structure of exports by products to ASEAN, Nov-2024



Export results to ASEAN, Nov-2024



Plywood

Value: **24.3** Mil.USD

Increase **8%** compared to Oct-24

Increase **22%** compared to Nov-23



Wood chips

Value: **20.3** Mil.USD

Increase **28%** compared to Oct-24

Increase **999%** compared to Nov-23



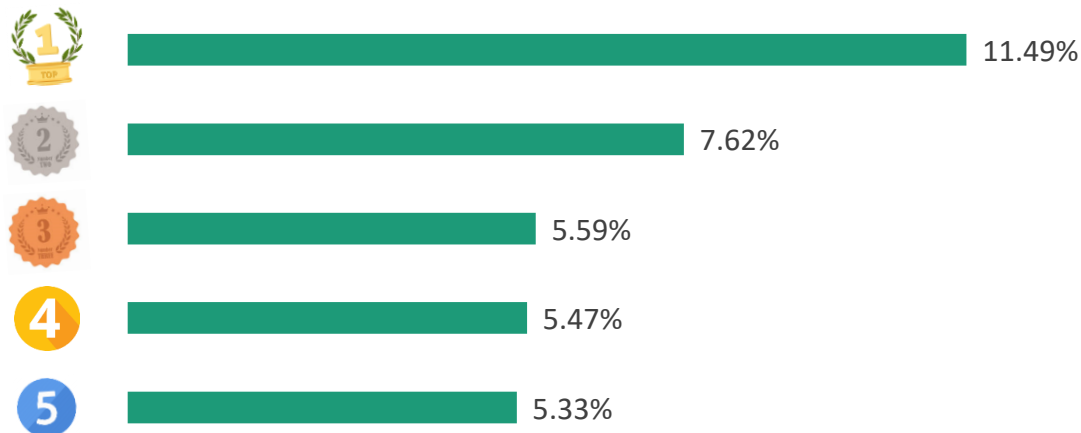
Wood slabs

Value: **3.7** Mil.USD

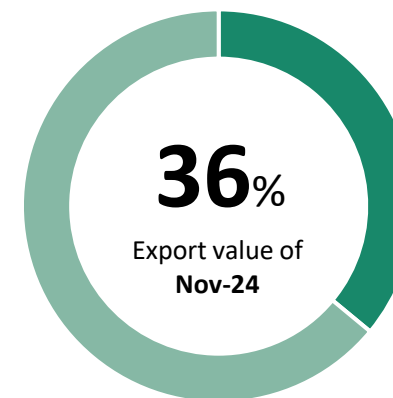
Increase **9%** compared to Oct-24

Increase **6%** compared to Nov-23

TOP 5 export enterprises by value to ASEAN, Nov-2024



Value ratio of TOP 5 export enterprises to ASEAN, Nov-2024





WOOD & WOODEN PRODUCTS



SPOTLIGHTS

Malaysia Confident in Meeting 2025 Wood Export Target

Datuk Chan Foong Hin, Deputy Minister of the Malaysian Ministry of Plantation Industries and Commodities (MPC), affirmed that the target of RM 28 billion (approximately USD 5.88 billion) in wood and wood product exports by 2025 is entirely achievable and aligns with the National Agri-Commodity Policy.

He highlighted that this goal is attainable due to growing global market demand and effective collaboration between the Ministry and industry players. Efforts to promote innovation, adopt sustainable certification, and expand market access are enhancing the competitiveness of Malaysia's wood products.

In the first eight months of 2024, Malaysia's wood export revenue reached RM 15.2 billion (USD 3.2 billion), an increase of 8.9% compared to RM 14.01 billion (USD 2.9 billion) during the same period in 2023.





SPOTLIGHTS

Indonesia Diversifies Markets to Reduce Dependence on the United States

The Indonesian Furniture and Handicraft Industry Association (HIMKI) is implementing strategies to address the potential imposition of new import tariffs by the United States, which could significantly impact Indonesia's furniture and handicraft exports.

HIMKI Chairman Abdul Sobur emphasized that higher tariffs would reduce the competitiveness of Indonesian furniture products in the U.S. market. In response, HIMKI is intensifying efforts to diversify export markets, focusing on promising destinations such as India, China, and the Middle East.

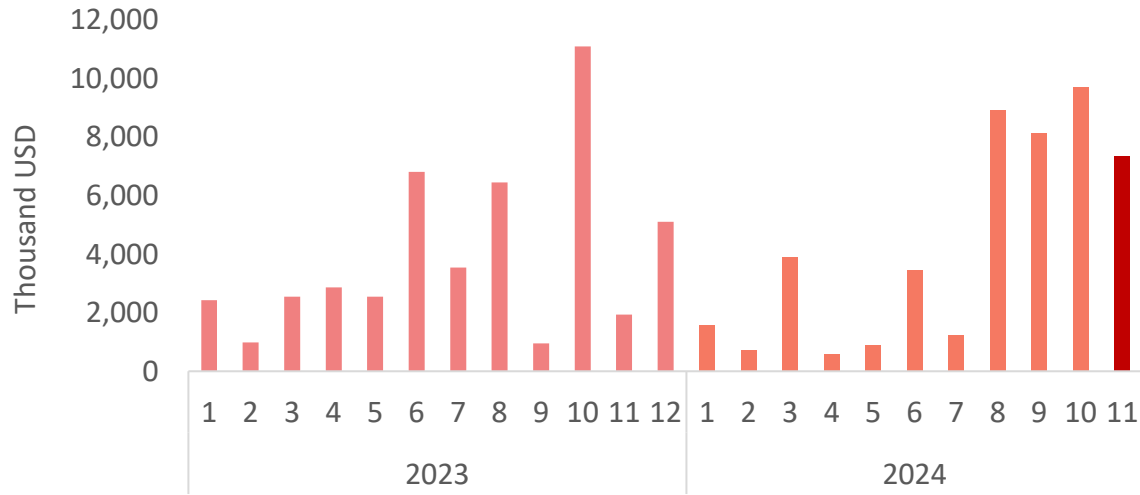
HIMKI, in collaboration with the Indonesian government, has proposed specific measures, including negotiating trade agreements with the U.S. to secure preferential tariffs. Additionally, the association supports exporters by reducing import taxes on raw materials and aiding in the adoption of advanced production technologies to enhance productivity and product quality.





MEAT & MEAT PRODUCTS (EXPORT)

Export value to ASEAN, Nov-2024



Export results to ASEAN, Nov-2024



7.4

Mil.USD

VALUE

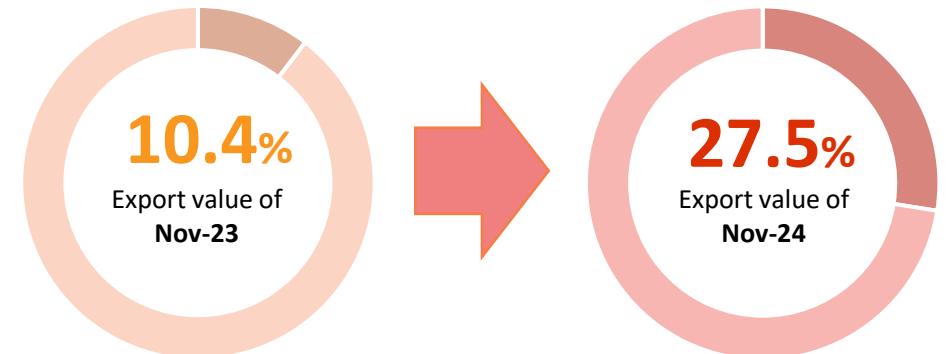
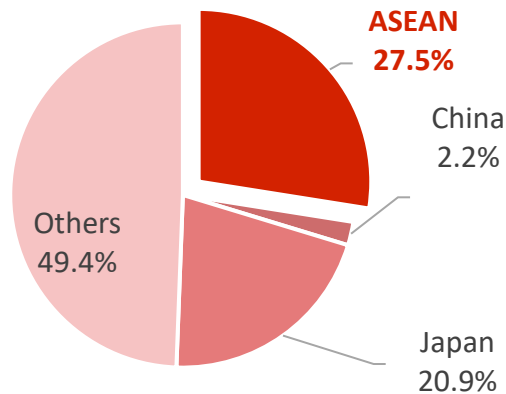
↘ Decrease **24.2%** compared to Oct-24

↗ Increase **281%** compared to Nov-23

↗ **3.4 Mil.USD** more than the monthly average rate in 2023.

◇ Accumulated 11 months of 2024 reaches **46.5 Mil.USD**, and the rate is **98.4%** of the total in 2023.

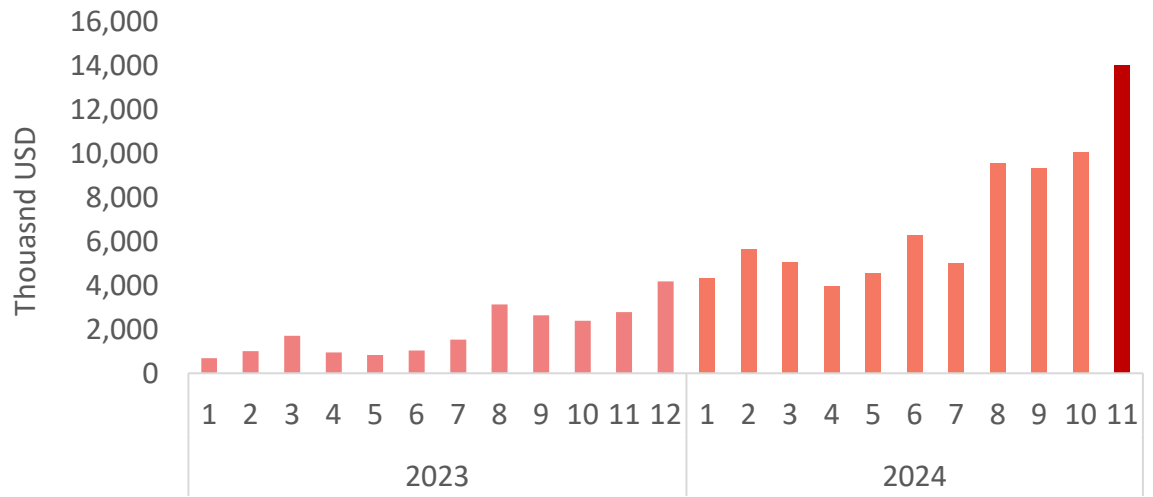
Percentage of export value to ASEAN, Nov-2024





MEAT & MEAT PRODUCTS (IMPORT)

Import value from ASEAN, Nov-2024



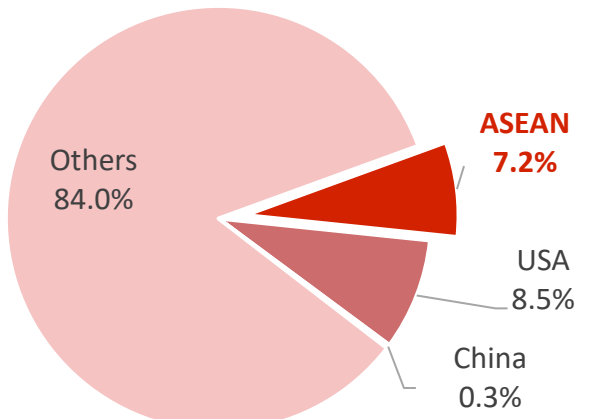
Import results from ASEAN, Nov-2024

Value

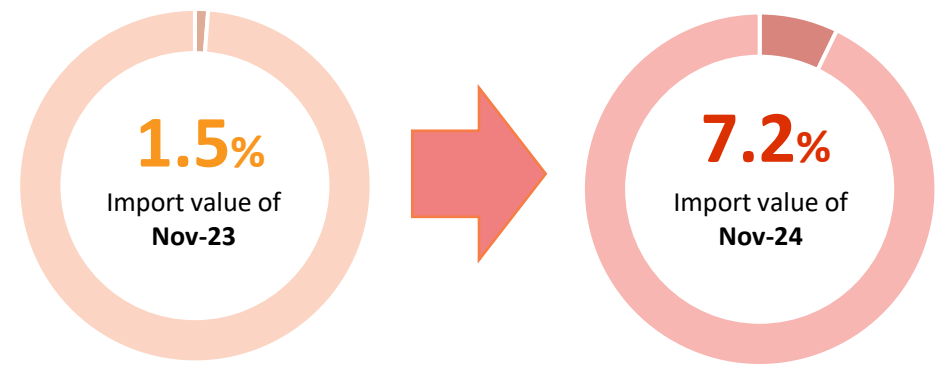
- ↗ Increase **40%** so với T9/2024
- ↗ Increase **404%** so với T10/2023
- ↗ **12.1 Mil.USD** more than the monthly average rate in 2023.
- ◇ Accumulated 11 months of 2024 reaches **77.96 Mil.USD**, and the rate is **340.1%** of the total in 2023.

14.1
Mil.USD

Percentage of import value from ASEAN, Nov-2024



Changes in percentage of import value from ASEAN, Nov-2024

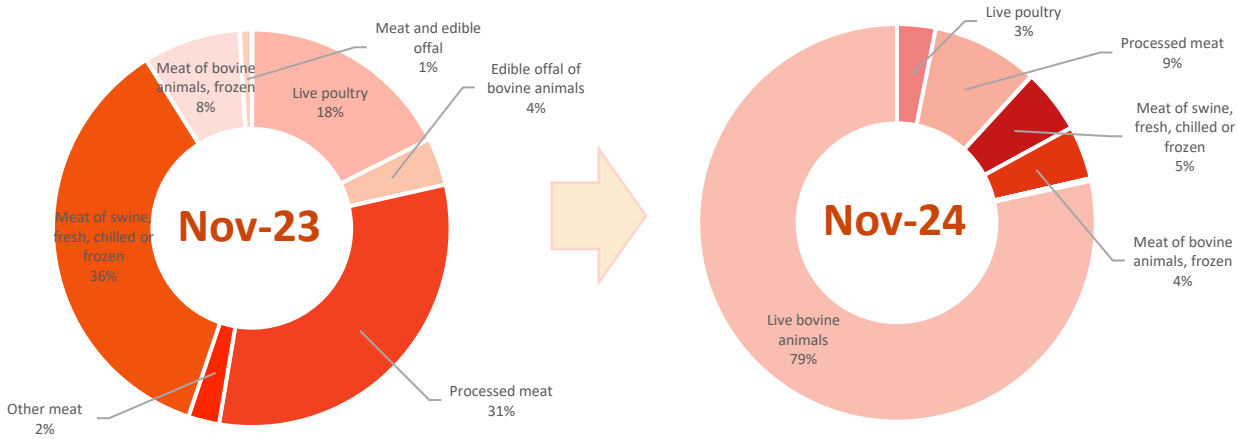


Source: Calculated from data the General Department of Customs



MEAT & MEAT PRODUCTS (EXPORT)

Export value to ASEAN, Nov-2024



Export results to ASEAN, Nov-2024



Live bovine animals

Value: **5.8** Mil.USD
 Decrease **36%** compared to Oct-24



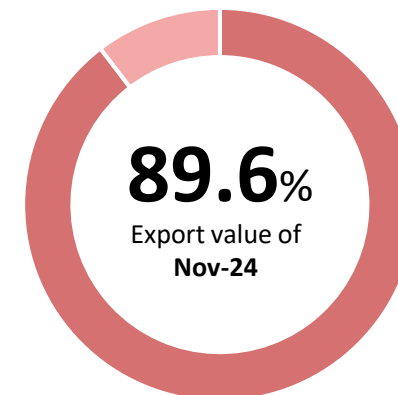
Processed meat

Value: **638** thousand USD
 Increase **353%** compared to Oct-24
 Increase **5.7%** compared to Nov-23

Percentage of export value to ASEAN, Nov-2024



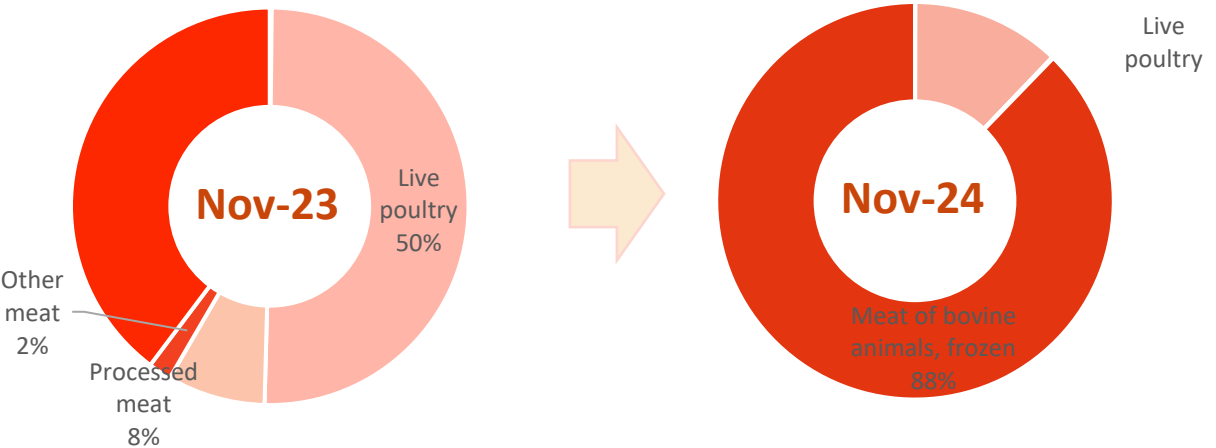
Changes in percentage of export value to ASEAN, Nov-2024





MEAT & MEAT PRODUCTS (IMPORT)

Import value from ASEAN, Nov-2024



Import results from ASEAN, Nov-2024



Live bovine animals

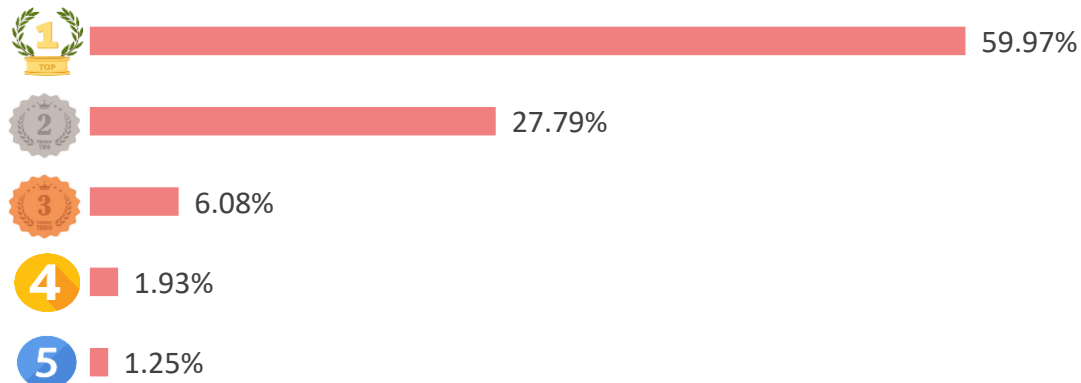
Value: **12.3** Mil.USD
 Increase **51%** compared to Oct-24
 Increase **10 times** compared to Nov-23



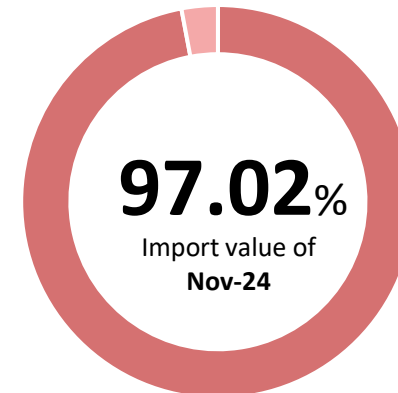
Live poultry

Value: **01.7** Mil.USD
 Increase **4.8%** compared to Oct-24
 Increase **21.4%** compared to Nov-23

Percentage of import value from ASEAN, Nov-2024



Changes in percentage of import value from ASEAN, Nov-2024





MEAT & MEAT PRODUCTS

SPOTLIGHTS



The Philippine government has issued a temporary ban on the importation of captive birds, wild birds, and poultry products from the Netherlands following an outbreak of avian influenza in the country. The ban aims to prevent the entry of the avian influenza virus and protect the domestic poultry industry.

The Philippine Bureau of Animal Industry has suspended the issuance of import permits for poultry products from the Netherlands and confiscated imported items after the ban took effect, except for specific exemptions.

Source: gmanetwork.com

According to Indonesia's Ministry of Agriculture, the country plans to import 2 million live cattle by 2029, with a target of 400,000 annually, to enhance domestic meat and milk production. The Ministry stated that over 200 investors have committed to the initiative, with dairy cattle investments expected to be completed by 2025. With 1.5 million hectares of available land, this effort aims to meet more than 50% of the country's fresh milk demand.

Source: euromeatnews





Any comments, please send to:

INFORMATION CENTER FOR AGRICULTURE AND RURAL DEVELOPMENT
INSTITUTE OF POLICY AND STRATEGY FOR AGRICULTURE AND RURAL DEVELOPMENT

Address: *16 Thuy Khue Street, Thuy Khue Wd., Tay Ho Dist., Hanoi*

Email: thongtinhitruong@ipsard.gov.vn; info@agro.gov.vn

Website: <http://agro.gov.vn/>

