



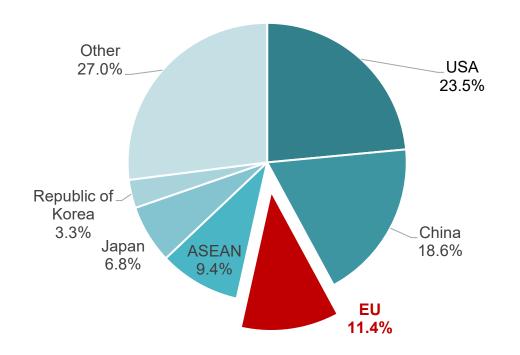


FROM VIETNAM TO THE EU MARKET



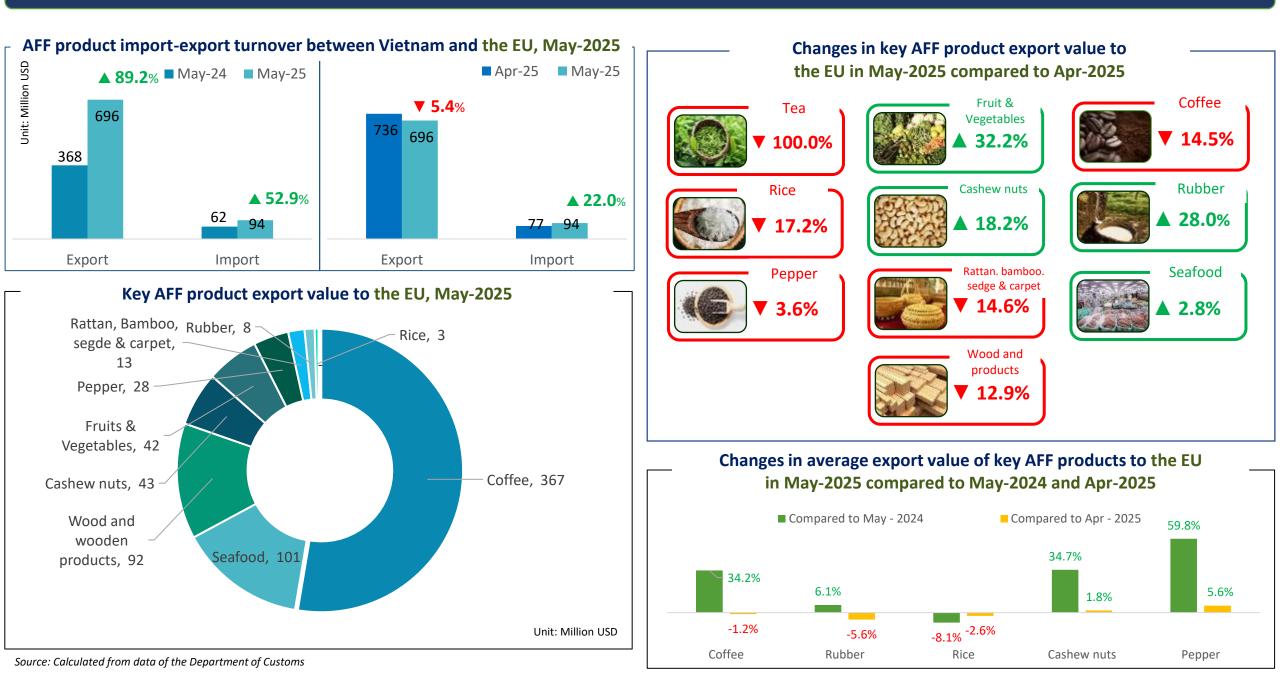
Export proportion of AFF product to the EU, May-2025

Changes in export proportion of AFF product to the EU May-2025 compared to Apr-2025 and May-2024



	Export value (mil. USD)	Compared to Apr-2025	Compared to May-2024
USA	1.434	▲ 2.8%	▲ 2.4%
China	1.134	▲ 0.6%	▼ 4.3%
EU	696	▼ 0.7%	▲ 3.8%
ASEAN	576	▼ 0.5%	▼ 2.3%
Japan	413	▼ 0.1%	▲ 0.3%
Republic of Korea	200	▼ 0.2%	▼ 0.6%
Total export	6,101		

THE SITUATION OF AGRO-FORESTRY-FISHERY (AFF) PRODUCT EXPORT FROM VIETNAM TO THE EU IN MAY 2025



Barriers to export agriproducts to the EU

Vietnamese enterprises exporting agricultural and food products to the EU are facing three major barriers: the CSRD (Corporate Sustainability Reporting Directive), the EU Taxonomy (green classification system), and the Farm to Fork strategy. These policies impose stringent requirements in terms of

transparency, emissions reduction, green transition, and traceability far beyond traditional standards. The CSPD mandates that companies

The CSRD mandates that companies with significant revenue in the EU must publish environmental, social, and governance (ESG) reports and assess their supply chains. The EU Taxonomy defines "green" products based on rigorous environmental and social criteria, serving as a prerequisite for access to green

finance and strategic supply chains. The Farm to Fork strategy aims to substantially reduce agricultural chemicals and food waste by 2030, applying even to imported goods. To meet these stringent requirements, enterprises must proactively invest in green transformation, conduct Life Cycle Assessments (LCA), ensure traceability, and develop ESG reports tailored to each market.



Source: Vneconomy.net

EU reaches preliminary agreement with Ukraine on agricultural exports

European country is the third-largest supplier of agricultural products to the EU.

Source: Vietnamplus.vn

European Commissioner for Trade, Mr. Maros Sefcovic, announced on June 30th that the EU and Ukraine reached a preliminary agreement regarding future agricultural exports.

The EU temporarily removed tariffs and quotas on Ukrainian agricultural products starting from June 2022, following Russia's invasion to help Kyiv offset higher transportation costs through the EU, as Moscow threatened Ukraine's traditional shipping routes in the Black Sea.



However, these measures were suspended in early June after an influx of cheap Ukrainian grains, poultry, and sugar flooded neighboring countries, particularly Poland, sparking a wave of opposition.

The EU has now returned to the trade agreement with Ukraine, reintroducing tariffs and quotas on agricultural trade.

The EU is currently Ukraine's largest trading partner, and this Eastern





COFFEE

Export volume and value to the EU, May-2025



Export results to the EU, May-2025



b Decrease **14.5**% compared to Apr-2025

↗ Increase 222% compared to May-2024

7 188.7 million USD more than compared to monthly average rate in 2024.

Accumulated 5 months of 2025 reaches
2.1 bil. USD, 96.9% of total 2024.

65.4 thousand tons

VOLUME

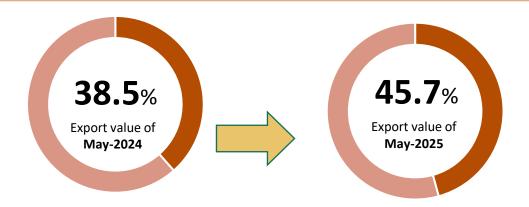
▶ Decrease 13.4% compared to Apr-2025

↗ Increase 140% compared to May-2024

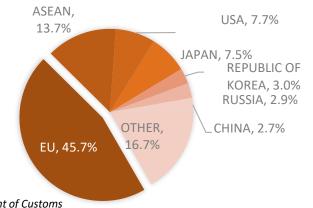
7 21.8 thousand tons more than compared to monthly average rate in 2024.

Accumulated 5 months of 2025 reaches **367.1** thousand tons, **70.1**% of total 2024.

Changes in percentage of export value to the EU, May-2025

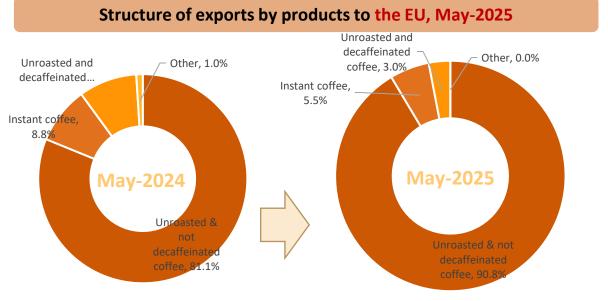


Percentage of export value to the EU, May-2025

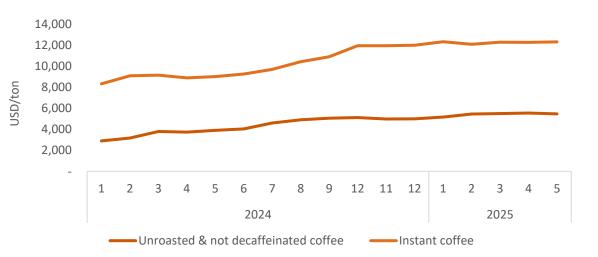




COFFEE



Average export price to the EU, May-2025



Export results to the EU, May-2025



Unroasted & not

Value: 341.2 mil. USD

Apr-2025

May-2024

decaffeinated coffee

Decrease **16**% compared to

Increase 286% compared to





Instant coffee

Value: 20.7 mil. USD Increase 9.6% compared to Apr-2025 Increase 115% compared to May-2024

Unroasted and decaffeinated coffee

Value: **13** mil. USD Increase **29.6**% compared to Apr-2025 Increase **26.2**% compared to

Increase **26.2**% compared to May-2024

Instant coffee

The average export price in May-2025 is **12.312** USD/ ton; increase **0.4**% compared to previous month, and increase **36.6**% compared to the same month 2024.

Unroasted & not decaffeinated coffee

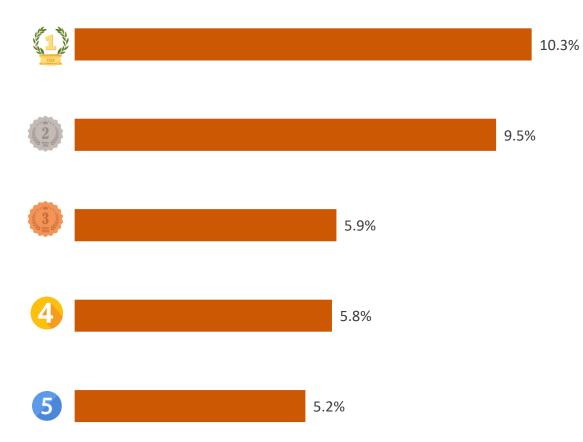
The average export price in May-2025 is **5.459** USD/ton; decrease **1.5**% compared to previous month, and increase **40**% compared to the same month 2024.

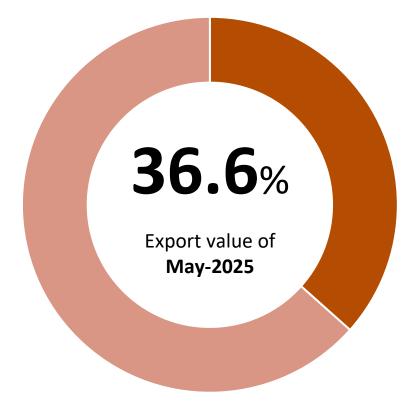




TOP 5 export enterprises by value to the EU, May-2025

Value ratio of TOP 5 export enterprises to the EU, May-2025







COFFEE





SPOTLIGHTS

On May 26, 2025, eleven European Union members requested that the European Commission continue to delay and ease EUDR regulations. These regulations require businesses to demonstrate that the import and consumption of products such as soybeans, beef, palm oil, coffee, and cocoa do not contribute to deforestation or forest degradation. The law is set to come into effect in December 2025.

Members argue that these regulations are too complex and creates challenges for farmers and forest dwellers. They propose extending the implementation period and simplifying the process. Additionally, they suggest to review and classify export countries based on their level of risk, with "very low-risk" countries exempted from customs checks and traceability requirements.

The law also mandates that due diligence be applied to goods exported from the EU. Non-compliant businesses may face fines of up to 4% of their revenue in the EU market. The European Commission has not provided an official response to this proposal.



COFFEE

SPOTLIGHTS



According to the latest update from the European Coffee Federation (E.C.F.), coffee reserves in port warehouses across Belgium, Germany, France, Italy, and Spain recorded a 3.45% increase in April 2025, reaching a total of 7,073,383 bags by the end of the month.

Of this, Robusta reserves amounted to 2,601,000 bags, natural Arabica (including Brazil semi-washed) totaled 2,243,267 bags, and wetprocessed Arabica (washed Arabica) stood at 2,229,133 bags. This figure is nearly equivalent to the reserve levels from the same period last year, when the total amounted to 7,081,000 bags in April 2024.



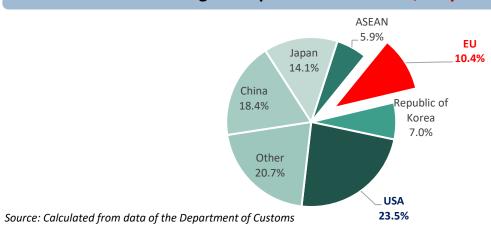


SEAFOOD

Export value to the EU, May-2025

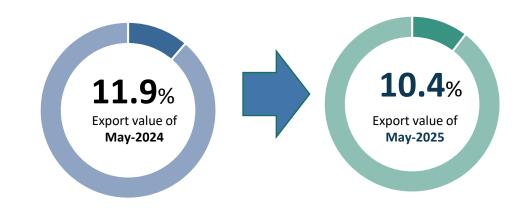


Percentage of export value to the EU, May-2025



VALUE 104.1 *mil. USD* a Increase 2.8% compared to Apr-2025 a Increase 5.4% compared to May-2024 17.5 million USD more than compared to monthly average rate in 2024 Accumulated 4 months of 2025 reaches 445.6 mil. USD, 42.9% value export of 2024.

Changes in percentage of export value to the EU, May-2025

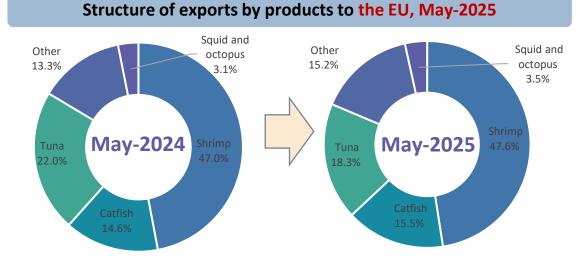


Export results to the EU, May-2025

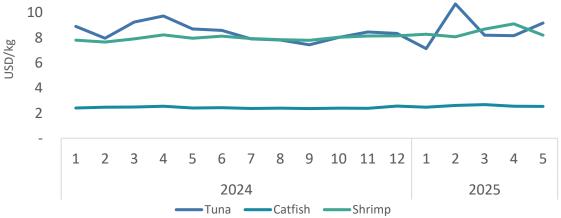


12

SEAFOOD



Average export price to the EU, May-2025



Structure of exports by products to the EU, May-2025

Catfish

Apr-2025

May-2024

Value: 16.1 mil. USD



Shrimp Value: 49.5 mil. USD Increase **10.5**% compared to Apr-2025 Increase 6.7% compared to May-2024

Tuna



Decrease **1.3**% compared to

Decrease **11.5**% compared to

Tuna

Apr-2025

May-2024

Value: 19.1 mil. USD

Decrease **6.5**% compared to

Decrease **11.9%** compared to

to previous month; and increase 5.4% compared to the same month 2024.

Catfish

The average export price in May-2025 is 2.5 USD/kg; decrease 0.4% compared to previous month; and increase 5.1% compared to the same month 2024.

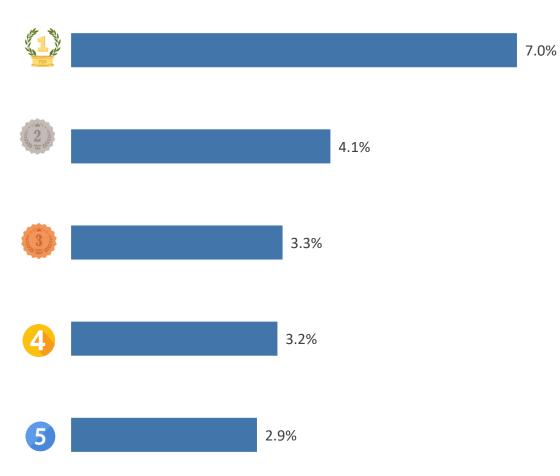
Shrimp

The average export price in May-2025 is 8.2 USD/kg; decrease 10.0% compared to previous month; and increase **3.0**% compared to the same month 2024.

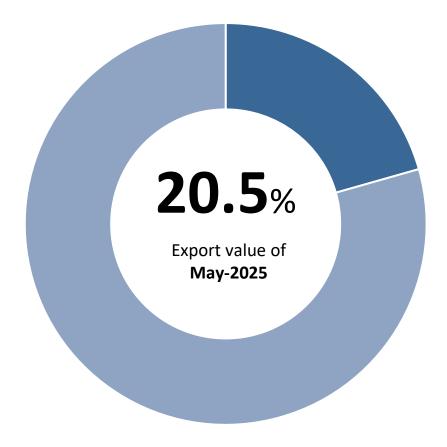




TOP 5 export enterprises by value to the EU, May-2025



Value ratio of TOP 5 export enterprises to the EU, May-2025







The EU and the UK reached a long-term agreement on fishing rights until 2038

The European Union and the United Kingdom officially approved a long-term agreement allowing both parties fullly access to each other's exclusive economic zones (EEZ) and territorial waters for fisheries exploitation until June 30, 2038.

The agreement, approved by the Specialized Committee on Fisheries (SCF), aims to formalize the political commitment during the recent EU-UK Summit. This marks a significant step in strengthening bilateral cooperation post-Brexit, providing long-term legal stability for the fishing communities on both sides.

Under the agreement, the access rights apply to both quota-managed and nonquota fishery resources. The EU Commissioner for Fisheries and Oceans, Mr. Costas Kadis, affirmed that the agreement will build trust, ensure stability for the industry, and maintain a friendly neighborly relationship between the two parties.

Source: Thefishingdaily



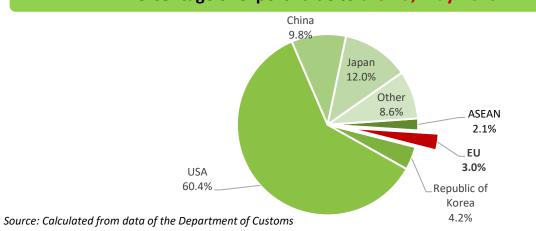


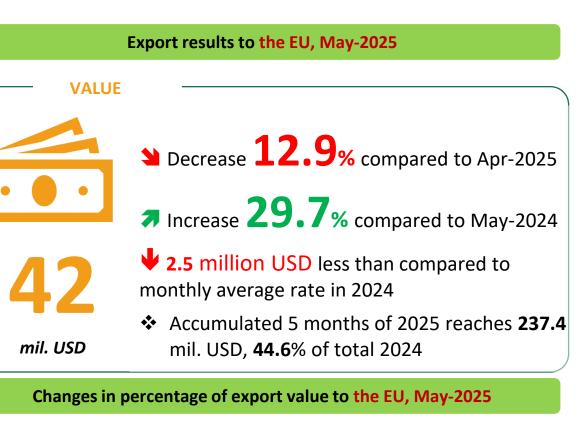
WOOD AND WOODEN PRODUCTS

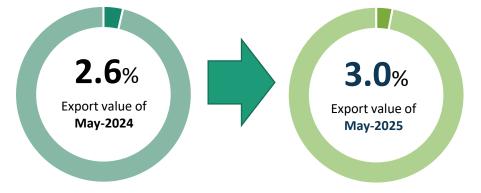
Export value to the EU, May-2025



Percentage of export value to the EU, May-2025



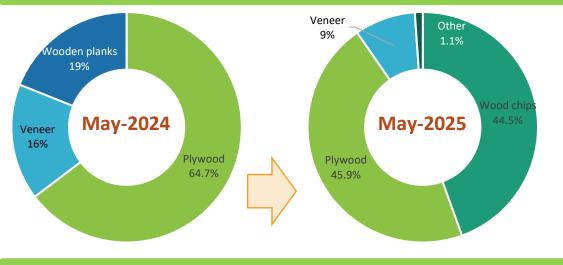




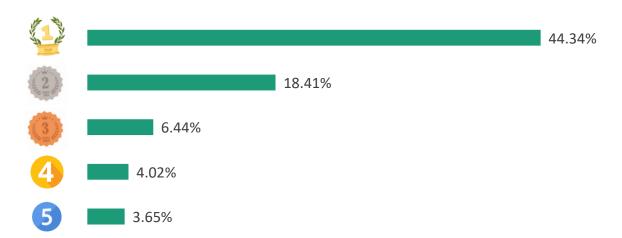


WOOD AND WOODEN PRODUCTS

Structure of exports by products to the EU, May-2025



TOP 5 export enterprises by value to the EU, May-2025



Export results to the EU, May-2025



Wood chips Value: **3.9** million USD Increase N/A compared to Apr-2025 Increase N/A compared to May-2024



Value: 4.0 million USD

Decrease **4**% compared to

Plywood

Apr-2025

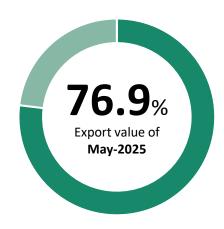


Veneer Value: 749.8 thousand USD Decrease 7.0% compared to Apr-2025 Increase 2.6 times compared to May-2024

Value ratio of TOP 5 export enterprises to the EU, May-2025

compared to May-2024

Decrease **3.5** times





SPOTLIGHTS

The European Commission announced the imposition of a temporary tariff of up to 62.4% on imported hardwood plywood from China as part of an anti-dumping investigation into this product. The investigation was initiated after the Greenwood Alliance, representing the EU's hardwood plywood manufacturing industry, filed a complaint alleging that Chinese plywood products were being "dumped," meaning they were sold at prices lower than their market value within the EU.

Although the investigation is still ongoing and expected to be completed within six months, the EU has officially implemented temporary measures, which took effect on June 11, 2025. These measures include the imposition of an additional temporary tariff of 62.4% on all Chinese hardwood plywood products, except for a specific manufacturer, which will be subject to a lower tariff of 25.1%.

New requirements have been set for customs authorities in EU member states to record and store data on imports of Chinese plywood with coniferous wood faces. This measure aims to prevent tax evasion through changes in the surface coating of Chinese plywood. The official tariff rates are expected to be announced in December 2025.

Source: Globalwood

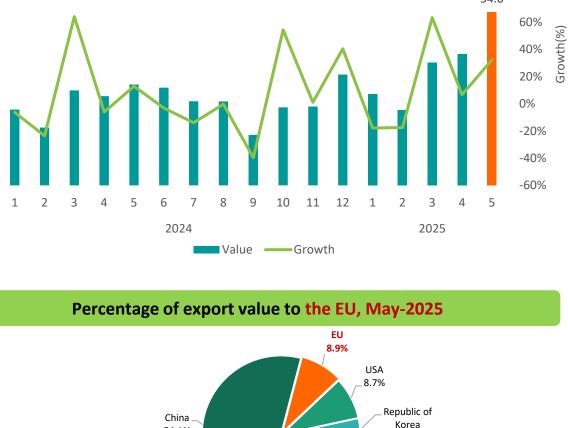


FRUITS AND VEGETABLES (EXPORT)

VALUE

mil. USD

Export volume and value to the EU, May-2025 60 80% 54.6 Value (Million USD) 60% 50 40% 40 20% 30 0% 20 -20% 10 -40% -60% 1 2 3 4 5 6 10 11 12 5 2024 2025 Value Growth



Other

16.0%

4.7%

ASEAN

4.1%

Japan

3.5%

Export results to the EU, May-2025 Increase **32.2**% compared to Apr-2025 Increase **71.8**% compared to 4.6 May-2024

28.3 million USD more than compared to monthly average rate in 2024 Accumulated 5 months of 2025 reaches 187.1 mil.USD, 59.2% of total 2024

Changes in percentage of export value to the EU, May-2025

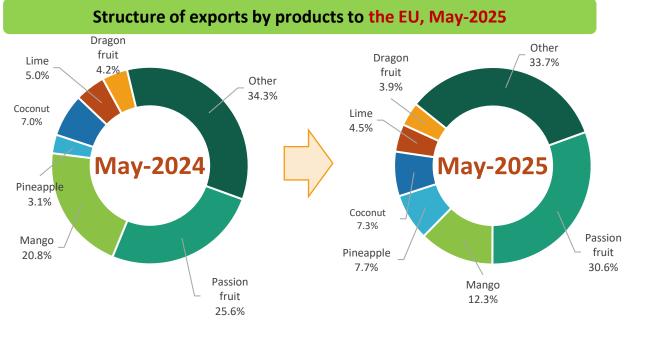


Source: Calculated from data of the Department of Customs

54.1%



FRUITS AND VEGETABLES (EXPORT)



Export results of some main products to the EU, May-2025



Passion fruit

Value: 16.7 mil. USD Increase 111.4% compared to Apr-2025 Increase 105.3% compared to May-2024



Mango Value: 6.7 mil. USD Decrease 8.8% compared to Apr-2025 Increase 1.3% compared to May-2024



Pineapple Value: 4.2 mil. USD Decrease 8.6% compared to Apr-2025 Increase 330.6% compared to May-2024



Coconut Value: 4.0 mil. USD Increase 3.8% compared to Apr-2025 Increase 78.8% compared to May-2024



Lime Value: 2.5 mil. USD Increase 30.9% compared to Apr-2025 Increase 56.0% compared to May-2024



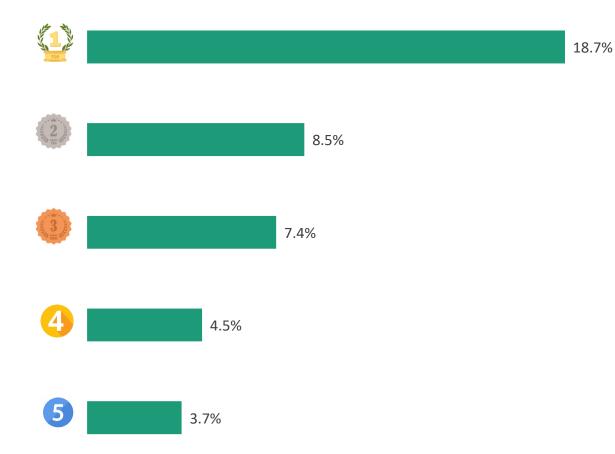
Dragon fruit Value: 2.1 mil. USD Decrease 10.0% compared to Apr-2025 Increase 59.7% compared to May-2024

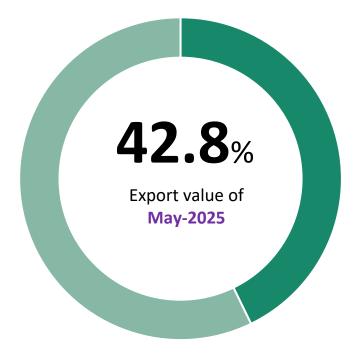


FRUITS AND VEGETABLES (EXPORT)

TOP 5 export enterprises by value to the EU, May-2025

Value ratio of TOP 5 export enterprises to the EU, May-2025







FRUITS AND VEGETABLES (IMPORT)

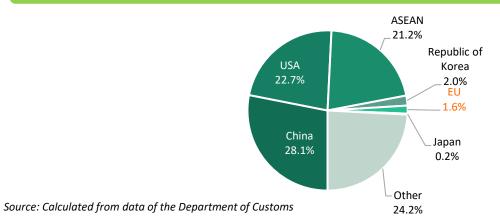
Import volume and value from the EU, May-2025 150.0% 12 Value (Million USD) 10 100.0% 8 Growth (%) 50.0% 6 0.0% 4 -50.0% 2 -100.0% 5 10 11 12 6 8 9 1 3 2024 2025 Value ——Growth

Import results from the EU, May-2025 VALUE Decrease 23.2% compared to Apr-2025 3.22 Decrease 22.3% compared to May-2024 mil. USD 1.3 million USD less than compared to monthly average rate in 2024 Accumulated 5 months of 2025 reaches24.4 million USD, 45.2% of total 2024

Changes in percentage of import value from the EU, May-2025



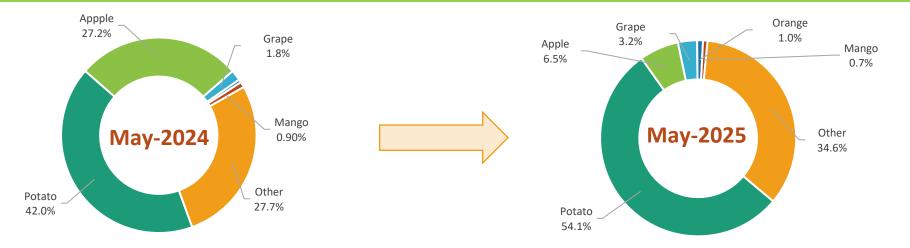
Percentage of import value from the EU, May-2025





FRUITS AND VEGETABLES (IMPORT)

Structure of imports by products from the EU, May-2025



Import results of some main products from the EU, May-2025



Potato Value: 1.7 million USD Increase 39.0% compared to Apr-2025 Increase 0.04% compared to May-2024



Apple Value: 0.21 million USD Decrease 89.3% compared to Apr-2025 Decrease 81.4% compared to May-2024

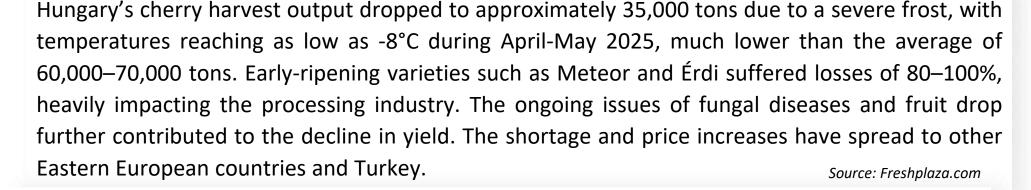


Grape Value: 99.8 thousand USD Increase 27.1 times compared to Apr-2025 Increase 39.2% compared to May-2024

SPOTLIGHTS

Hungary's cherry production has been significantly reduced due to a frost.





Water shortage threatens the banana production in Cyprus.

Banana farmers in the Paphos district are calling on the government for support as they face a severe crisis due to prolonged irrigation water shortages, leading to a significant decrease in yield and income. Concerns about insufficient water supply raised in January 2025, but no effective solutions have been implemented so far. Local officials are advocating for long-term solutions, such as building additional dams, expanding reservoirs, and upgrading irrigation systems to reduce water loss.



Source: Freshplaza.com

SPOTLIGHTS





EU increases to import Vietnamese fruits and vegetables

In the first four months of 2025, Vietnam's fruit and vegetable export turnover to the European Union reached 132 million USD, marking a 33% increase compared to the same period last year. This impressive outcome signifies the expanding demand within the EU market for agricultural products from Vietnam.

The most favored products include mangoes, cashew nuts, pineapples, and coconuts. Specifically, mango export value reached 27.6 million USD, representing a 54% increase, while cashew nuts saw a significant surge to 17 million USD, an impressive 90% rise. Furthermore, pineapple and coconut export turnovers also experienced robust growth, with pineapples reaching 11 million USD (a threefold increase year-on-year) and coconuts at 10 million USD (a 41% increase).

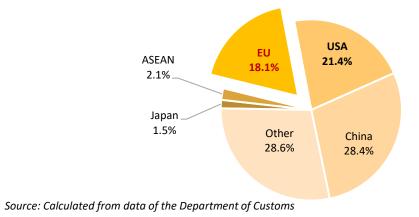
Netherland is the largest consumer of Vietnamese fruits and vegetables within the EU, accounting for nearly 37 million USD, approximately 28% of the total export turnover. Additionally, the Polish market recorded a twofold increase in imports compared to the same period, Spain saw an 83% rise, while Germany and France also achieved double-digit growth rates. These figures underscore the diverse and growing demand for Vietnamese fruits and vegetables across Europe.

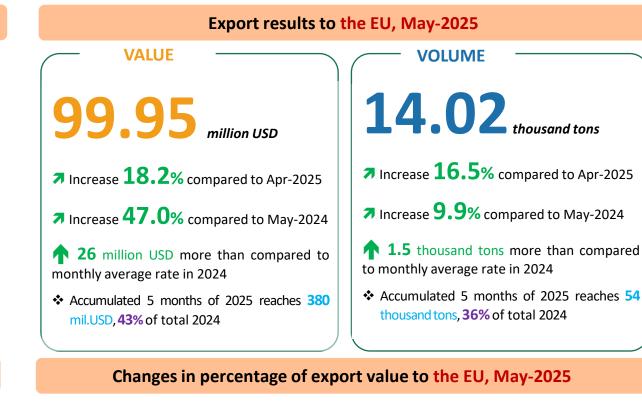


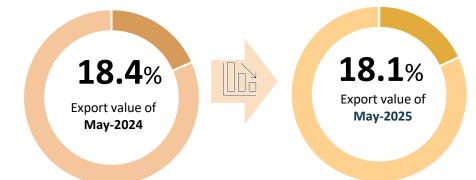
Export volume and value to the EU, May-2025



Percentage of export value to the EU, May-2025

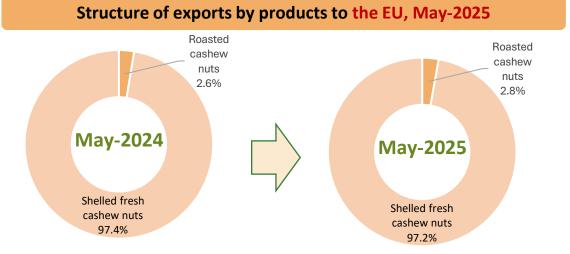




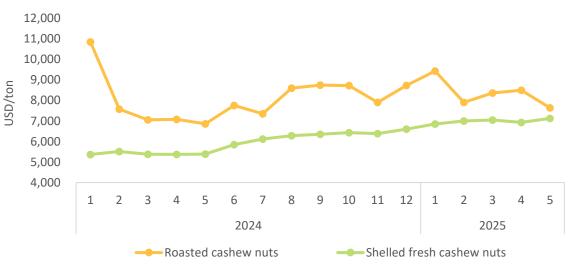




CASHEW NUTS



Average export price to the EU, May-2025



Export results to the EU, May-2025



Shelled fresh cashew nuts Value: 97.14 mil. USD Increase 58.5% compared to Apr-2025 Increase 46.7% compared to May-2024



Roasted cashew nuts Value: 2.81 mil. USD Increase 150% compared to Apr-2025 Increase 16.4% compared to May-2024

Shelled fresh cashew nuts

The average export price in May-2025 is **7.123** USD/ton; increase **2.8**% compared to previous month; and increase **32**% compared to the same month 2024.

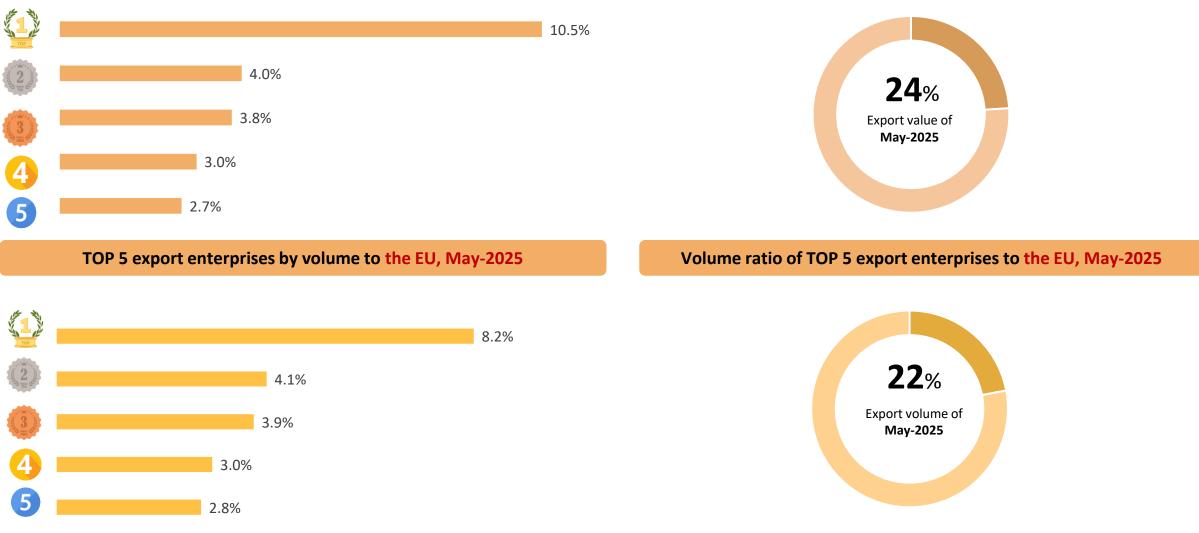
Roasted cashew nuts

The average export price in May-2025 is **8.493** USD/ton; decrease **10**% compared to previous month; and increase **11**% compared to the same month 2024.



TOP 5 export enterprises by value to the EU, May-2025

Value ratio of TOP 5 export enterprises to the EU, May-2025



CASHEW NUTS



SPOTLIGHTS

Cambodia reviews National Policy on cashew nut to sustainable development

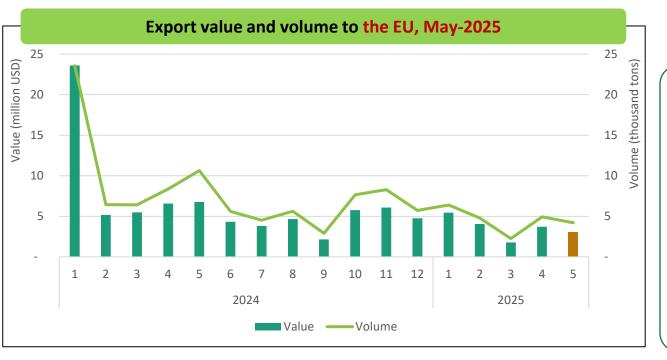
On June 16, 2025, the European Union (EU) reaffirmed its commitment to continue supporting the Cambodian Ministry of Commerce in promoting sustainable development of the cashew nut value chain. This commitment was made during a mid-term review meeting of the National Cashew Policy 2022-2027. The meeting has the participation of various stakeholders to review progress, discuss action plans, and strengthen collaborative policy implementation.

The EU affirmed its support for enhancing policy effectiveness, increasing product value, and bolstering the international reputation of Cambodia's cashew industry.

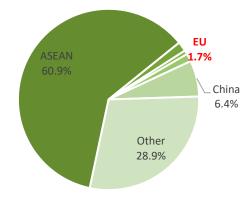
The National Cashew Policy 2022-2027, officially launched in 2023, aims to position Cambodia as a leading global cashew producer and exporter.

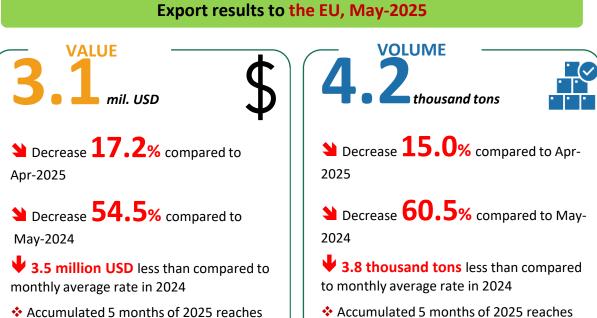






Percentage of export value to the EU, May-2025





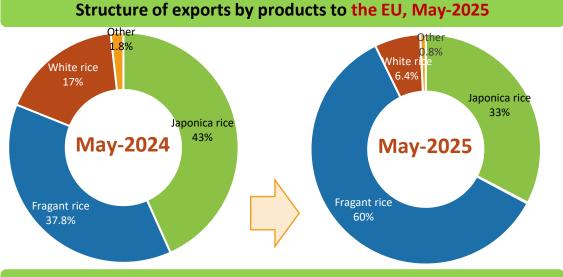
Changes in percentage of export value to the EU, May-2025

22.6 thousand tons, 23.6% of total

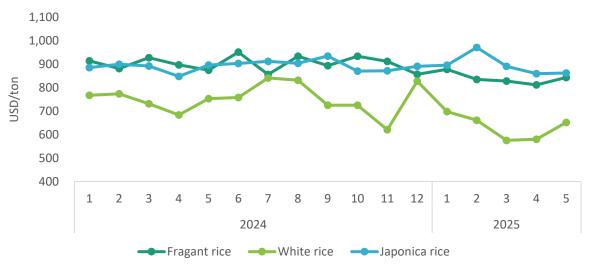
18.1 million USD, 22.8% of total 2024







TOP 5 export enterprises by value to the EU, May-2025



Export results to the EU, May-2025







Fragant rice	Japonica rice	
Value: 4.1 mil. USD	Value: 2.2 mil. US	
Decrease 15 % compared to	Decrease <mark>27%</mark> con	
Apr-2025	Apr-2025	
Increase 65 % compared to	Decrease 22 % con	
May-2024	May-2024	

Japonica rice

Value: 2.2 mil. USD Decrease **27**% compared to Apr-2025 Decrease 22% compared to

May-2024

Value: 0.5 mil. USD Increase 2% compared to Apr-2025 Decrease **61**% compared to

White rice

May-2024

The average export price in May-2025 is 863 USD/ton; increase 0% compared to previous month; and decrease 4% compared to the same month 2024.

Fragant rice

The average export price in May-2025 is 843 USD/ton; increase 4% compared to previous month; and decrease 4% compared to the same month 2024.

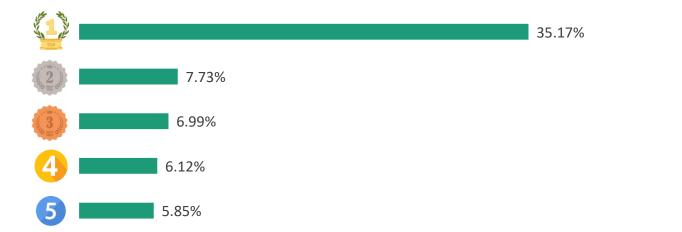
White rice

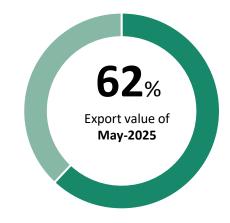
The average export price in May-2025 is 652 USD/ton; increase 12% compared to previous month; and decrease 13% compared to the same month 2024.



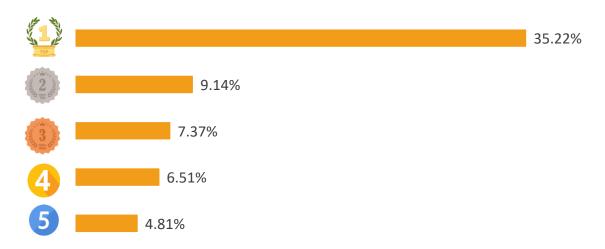
TOP 5 export enterprises by value to the EU, May-2025



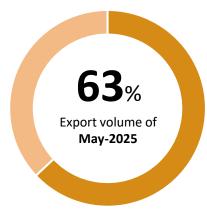




TOP 5 export enterprises by volume to the EU, May-2025









SPOTLIGHTS



Before the final round of trilateral negotiations, Farm Europe has urged the European Union (EU) to retain the automatic safeguard clause under Article 29 of the GSP Regulation. This measure is crucial for protecting the competitiveness of European farmers.

As of June 1, 2025, duty-free rice imports from Cambodia and Myanmar increased by 13% compared to the same period last year, with Indica rice imports alone surges by 40%.

Associations representing major rice-producing nations have warned that without a mechanism to temporarily suspend preferential tariffs, the EU rice sector would struggle to be effectively protected. They propose activating safeguard measures as soon as imports exceed a predefined reference threshold to prevent "dumping." Concurrently, stakeholders emphasize the necessity of fully implementing the reciprocity principle to protect European consumers from products that do not meet environmental and quality standards.

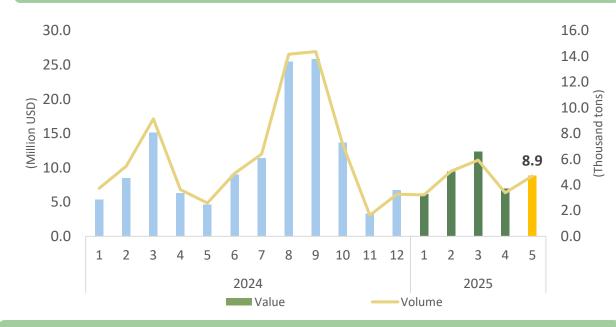
A typical example is the continued use of tricyclazole in many Asian countries, a fungicide banned in the EU. Recently, an attempt to raise the maximum residue limit from 0.01 to 0.09 mg/kg was rejected.



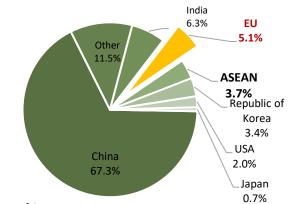


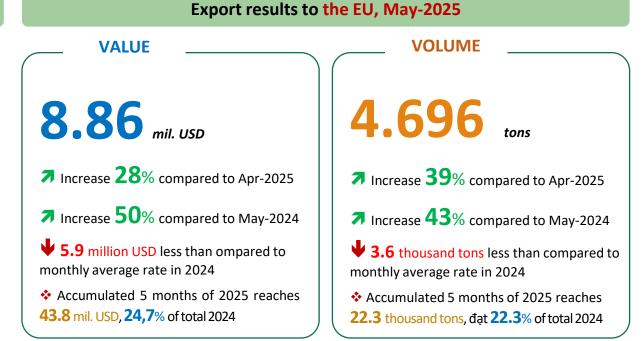


Export volume and value to the EU, May-2025



Percentage of export value to the EU, May-2025





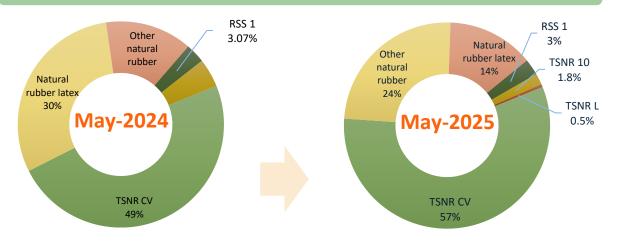
Changes in percentage of export value to the EU, May-2025



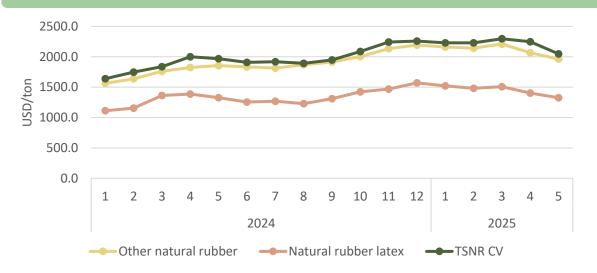


RUBBER

Structure of exports by products to the EU, May-2025



Average export price to the EU, May-2025



Export results to the EU, May-2025

TSNR CV

Apr-2025

May-2024

Value: 5.1 mil. USD

Increase **17**% compared to

Increase **124**% compared to



Other natural rubber

Value: 2.2 mil. USD

Increase **71**% compared to Apr-2025 Increase **55**% compared to

May-2024

Other natural rubber

The average export price in May-2025 is **1.962** USD/ton; decrease **5.0%** compared to previous month; and increase **8.1%** compared to the same month 2024.

TSNR CV

The average export price in May-2025 is **2.049** USD/ton; decrease **8.9**% compared to previous month; and increase **4.3**% compared to the same month 2024.

Natural rubber latex

The average export price in May-2025 is **1.326** USD/ton; decrease **5.4**% compared to previous month; and decrease **0.3**% compared to the same month 2024.



Natural rubber latex

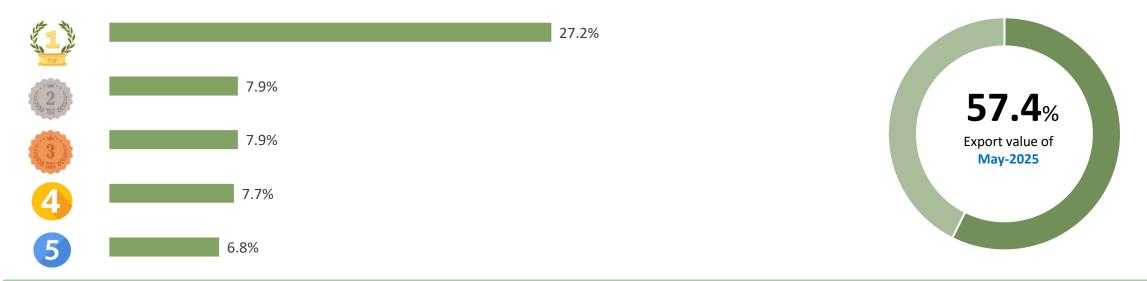
Value: **1.2** mil. USD Increase **31**% compared to Apr-2025 Increase **90**% compared to

May-2024

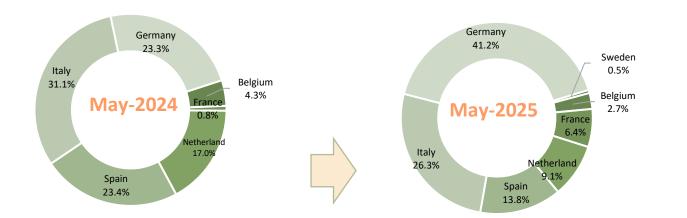


TOP 5 export enterprises by value to the EU, May-2025

Value ratio of TOP 5 export enterprises to the EU, May-2025



Changes in percentage of export value by countries, May-2025



SPOTLIGHTS

The European Union (EU) market continues to play a strategic role for Vietnam's rubber industry, accounting for approximately 7.4% of the sector's total export turnover. Notably, 95% of exports to the EU originate from high value-added rubber products. However, to maintain and expand market share in this region, Vietnam's rubber industry is confronting increasingly stringent requirements, particularly with the EU Deforestation Regulation (EUDR) set to officially come into effect from 2026. To further access the EU market, the Ministry of Agriculture and Environment recommends improving processing stages and enhancing product quality to target mid-to-high-end market segments, especially in markets such as Spain and Italy. Concurrently, the Ministry will support businesses in brand building and obtaining international certifications, thereby expanding market share and elevating the position of Vietnam's rubber sector in the international market.



Source: vietnambiz.vn





For feedback, please send to:

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