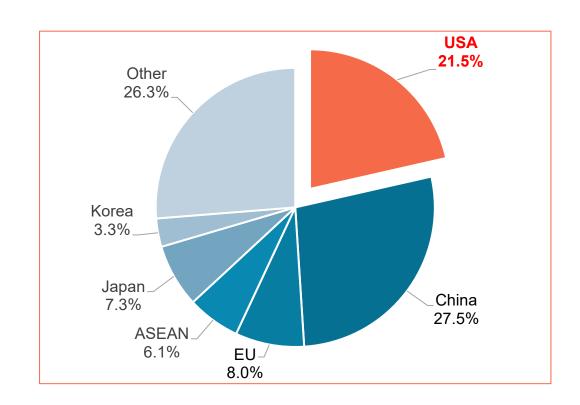


## Percentage of AFF product export value to the US, T10/2025

Changes in percentage of AFF product export value to the US, Oct-2025 compared to Sep-2025 and Oct-2024



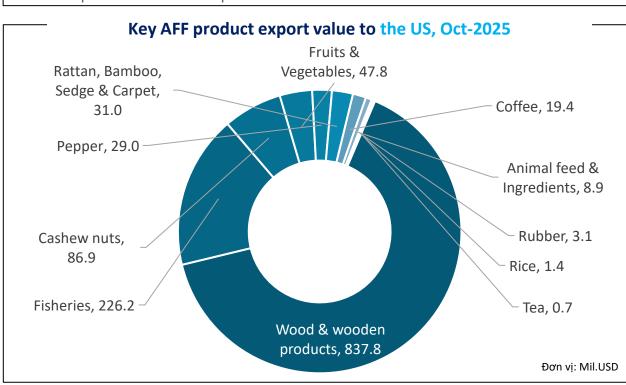
	Value (Mil.USD)	Compared to Sep-2025	Compared to Oct-2024
USA	1.292	<b>▲ 13,2</b> %	<b>▲</b> 16,5%
China	1.658	<b>▲</b> 16,7%	<b>▲</b> 18,0%
EU	481	<b>▲</b> 6,0%	<b>▲</b> 6,3%
ASEAN	370	▼ 5,5%	▼ 6,7%
Japan	442	▲ 5,9%	<b>▲</b> 6,1%
Korea	198	<b>1</b> ,9%	<b>1,5</b> %
<b>Total Export</b>	6.023		

Source: Calculated from data of the General

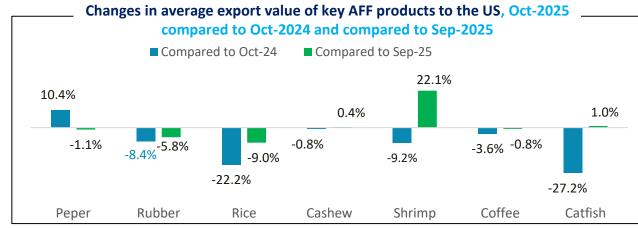
Department of Customs

## THE SITUATION OF AGRO-FORESTRY-FISHERY (AFF) PRODUCT EXPORT FROM VIET NAM TO THE US, OCTOBER-2025









# Vietnam and the United States Conclude the 5th Round of Negotiations on the Reciprocal Trade Agreement

From November 12–14 in Washington, D.C., Vietnam and the United States held the fifth in-person negotiation round on the Reciprocal Trade Agreement. The Vietnamese delegation was headed by Minister of Industry and Trade Nguyễn Hồng Diên, with the participation of representatives from relevant ministries and agencies.

During the three-day session, the two sides made significant progress in key areas such as digital trade, services, agriculture, technical barriers to trade (TBT), and sanitary and phytosanitary standards (SPS), while substantially narrowing differences in the remaining outstanding issues. The U.S. side highly appreciated the goodwill, flexible, and creative approach demonstrated by the Vietnamese negotiating team, especially following the ministerial-level discussions held just before the technical session. Both parties agreed on the next steps, including holding additional virtual meetings in the near future and preparing for the ministerial negotiation round expected to take place later in November



On the sidelines of the negotiations, Minister Nguyễn Hồng Diên held working sessions with the U.S. Deputy Secretary of State, the Chairman of the House Ways and Means Committee, and senior executives from leading U.S. technology, semiconductor, footwear, and apparel corporations. The meetings aimed to promote bilateral economic, investment, and trade cooperation, while also seeking support for the ongoing negotiations of the Reciprocal Trade Agreement.

Source: Baochinhphu.vn

# The United States exempts retaliatory tariffs on multiple products – Major opportunity for Vietnam's key agricultural exports

On November 14, 2025, U.S. President Donald Trump signed an executive order to exempt retaliatory tariffs on a wide range of food products that cannot be produced in the United States, including coffee, tea, pepper, cocoa, tropical fruits, fruit juices, bananas, oranges, tomatoes, beef, and several types of fertilizers. The new regulation takes effect from November 13, 20255.

This is considered an important opportunity for Vietnam – a country with strong advantages in coffee, pepper, and fruits and vegetables – to boost exports to the market of over 350 million consumers. The tariff exemption helps reduce import costs, improve competitiveness, and create favorable conditions for Vietnamese enterprises to regain market share in the United States, which has been squeezed since the retaliatory tariff policy was applied in April 2025



However, according to the Vietnam Pepper and Spice Association (VPSA), tariff incentives do not mean a complete exemption from import duties. Strict requirements on SPS, traceability, residue levels, and food safety remain key technical barriers that businesses must meet if they want to take advantage of this opportunity to expand their market.

## The United States Significantly Reduces Anti-Dumping Duties on Vietnamese Honey

On November 18, 2025, the U.S. Department of Commerce (DOC) released the preliminary results of the second administrative review of anti-dumping duties on honey from Vietnam (for the period June 1, 2023 – May 31, 2024). Accordingly, the two mandatory respondents were assigned dumping margins of 6.72% and 21.55%, respectively. A group of 12 companies eligible for separate rates will be subject to a weighted-average rate of 14.14%, which is significantly lower than the final rates of the first review (100.72%–156.96%).

Companies that did not participate in the review or were not eligible for separate rates will continue to be subject to the country-wide rate of 60.03%. DOC also noted that stakeholders have the right to submit case briefs within 21 days, rebuttal briefs within the following five days, and may request a hearing within 30 days from the date of the announcement..



The sharp reduction in anti-dumping duties represents a positive signal for Vietnam's honey industry, helping improve competitiveness in the U.S. market and creating favorable conditions for exporters in upcoming periods. The DOC is expected to issue the final conclusion within the next 120 days.



# **WOOD AND WOODEN PRODUCTS**



## **Export results to the US, Oct-2025**



Increase 9.2% compared to Sep-2025

▶ Decrease 1.4% compared to Oct-2024

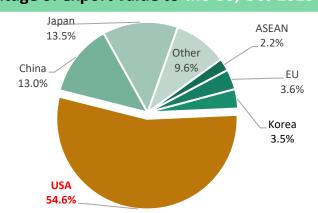
338

Mil.USD

**↑ 85.4** Mil.USD higher than the monthly average rate in 2024

Accumulated 10-month 2025 reached 7.8 Bil.USD, equal to 86.5% of value in 2024

Percentage of export value to the US, Oct-2025



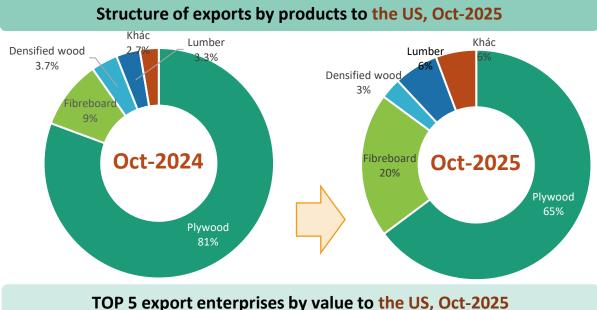
Changes in percentage of export results to the US, Oct-2025



Source: Calculated from data of the General Department of Customs



# **WOOD AND WOODEN PRODUCTS**



# 2025

## **Export results to the US, Oct-2025**





## **Plywood**

Value: 17.1 Mil.USD

Decrease 25% compared to Sep- Increase 14% compared to Decrease 44% compared to Sep-

2024

## **Fibreboard**

Value: 5.4 Mil.USD

Sep-2025

Oct-2024

#### **Densified wood**

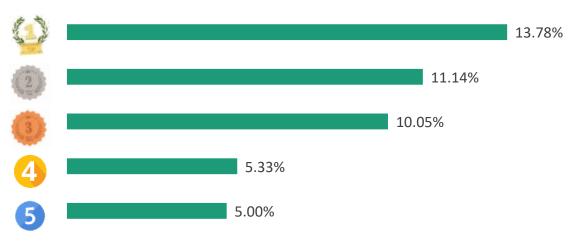
Value: 0.8 Mil.USD

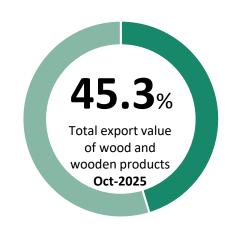
2025

Decrease 43% compared to Oct- Increase 51% compared to Decrease 44% compared to Oct-

2024

Value ratio of TOP 5 export enterprises to the US, Oct-2025







# **WOOD AND WOODEN PRODUCTS**

## **SPOTLIGHT**



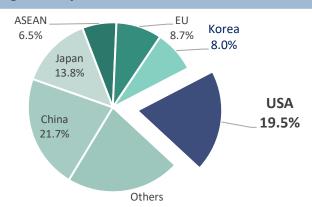
The United States is facing a significant shortage of sawn timber supply—an issue that cannot be resolved in the short term through tariffs or executive orders. In reality, although the U.S. accounts for 27% of global softwood lumber consumption, its domestic production capacity meets only 20% of demand. As a result, the market remains heavily dependent on imports (primarily from Canada), which account for around 30% of its consumption. To achieve self-sufficiency, the U.S. lumber industry would need to build 75 modern sawmills, requiring investment levels 15 times higher than current levels and a construction timeline of over a decade. At present, investment capital is increasingly shifting to the Southern region, where lower costs and abundant resources create more favorable conditions, while the Western region is struggling due to timber scarcity and regulatory barriers. This situation is expected to keep construction costs elevated and continue to put upward pressure on housing prices in the coming years.

Source: woodcentral.com





## Percentage of export value to the US, Oct-2025



## Export results to the US, Oct-2025

**VALUE** 

226.2 Mil.USD

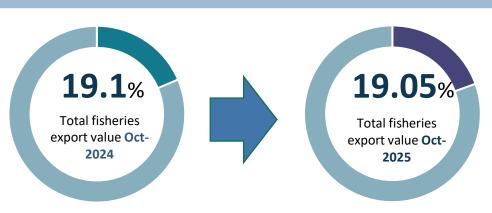
■ Increase 24.1% compared to Sep-2025

■ Increase 15.9% compared to Oct-2024

▲ 74.5 Mil.USD higher than the monthly average rate in 2024

Accumulated 10-month 2025 reached **1646.4** Mil.USD, equal to **90.5**% of value in 2024

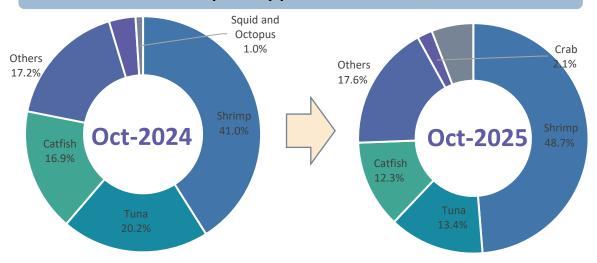
## Changes in percentage of export results to the US, Oct-2025



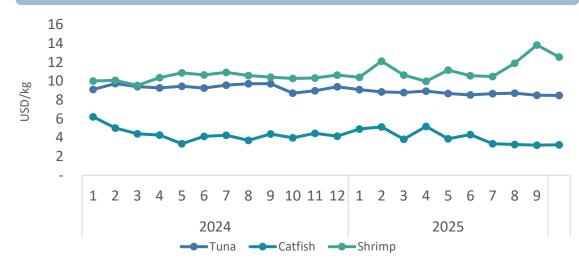
Source: Calculated from data of the General Department of Customs  $^{21.8\%}$ 



## Structure of exports by products to the US, Oct-2025



## Average export price to the US .Oct-2025



Source: Calculated from data of the General Department of Customs

## Export results to the US, Oct-2025







## **Shrimp**

Value: 110.2 Mil.USD

Increase **20.3**% compared to Sep-2025

Increase **37.5**% compared to Oct-2024

## Tuna

Value: 30.2 Mil.USD

Increase **26.9**% compared to Sep-2025

Decrease **23.5**% compared to Oct-2024

## **Catfish**

Value: 27.9 Mil.USD

Increase **26.4**% compared to

Sep-2025

Decrease **15.3**% compared to Oct-2024

#### Tuna

The average export price in Oct-2025 is **8.5** USD/kg; Decrease **0.3**% compared to previous month; and Decrease **2.7**% compared to the same month of 2024.

#### Catfish

The average export price in Oct-2025 is **3.2** USD/kg; Increase **1.0**% compared to previous month; and Decrease **27.2**% compared to the same month of 2024.

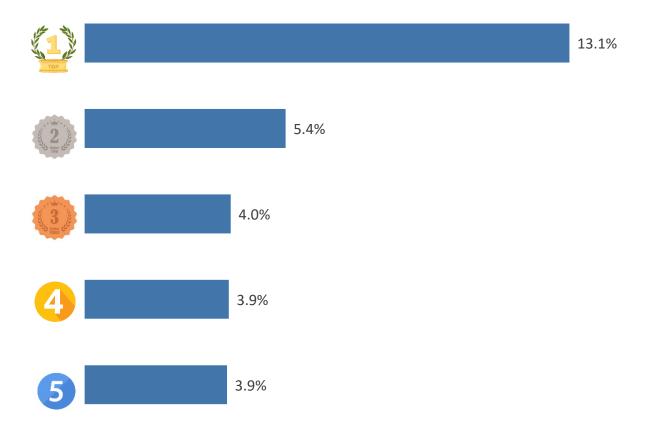
#### Shrimp

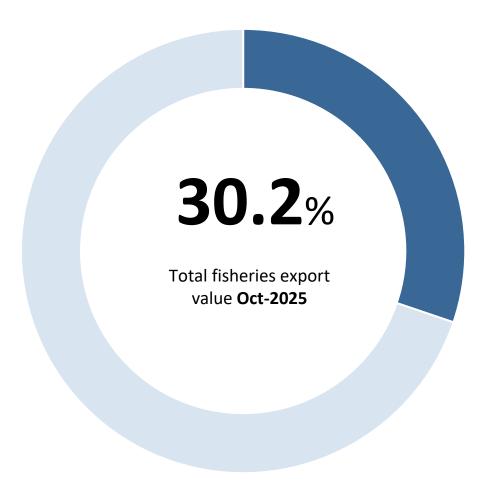
The average export price in Oct-2025 is **13.8** USD/kg; Decrease **9.2**% compared to previous month; and Increase **22.1**% compared to the same month of 2024.



TOP 5 export enterprises by value to the U5, Oct-2025

Value ratio of TOP 5 export enterprises to the US, Oct-2029







## **SPOTLIGHT**

## **U.S. Shrimp Imports Decline Due to Reciprocal Tariff Impacts**

According to analysis by Willem van der Pijl, market expert and founder of ShrimpInsights, the initial impacts of the reciprocal tariffs imposed by President Donald Trump on imported shrimp began to clearly emerge in August 2025. Newly released data shows that U.S. shrimp import volume in August reached only 60,551 tons, down 9% in volume and 6% in value compared to the same period in 2024 — marking the first decline of the year. This downturn occurred despite strong growth during the first seven months, with import volumes in April and June rising by nearly 40% year-on-year.

However, over the first eight months of 2025, U.S. shrimp imports still increased by 14% in volume and 22% in value, totaling 546,621 tons, equivalent to USD 4.6 billion. Most product categories — including peeled shrimp, cooked shrimp, marinated shrimp, and breaded shrimp — recorded declines in August, with shell-on shrimp experiencing the steepest drop at 15%. In August, India remained the largest supplier with 26,550 tons (+1%), followed by Ecuador with 16,123 tons (+4%). However, imports from Indonesia fell by 23%, Vietnam plunged by 46% to only 4,169 tons, and Thailand dropped by 3% year-on-year.



01

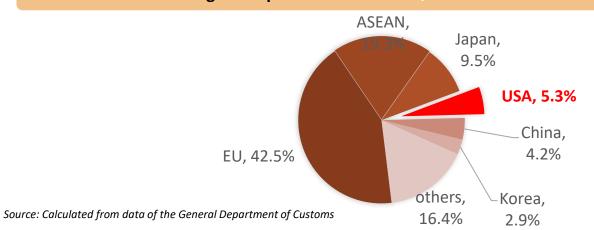
Source: SeafoodSource



## **Export value and Volume to the US, Oct-2025**



## Percentage of export value to the US, Oct-2025



## **Export results to the US, Oct-2025**

**VALUE** 

19.4 Mil.USD

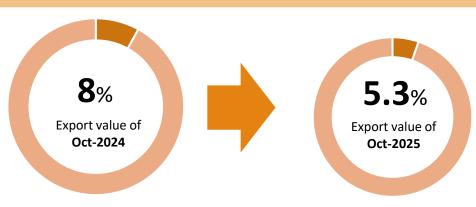
- ▶ Decrease **31**% compared to Sep-2025
- Increase 3.4% compared to Oct-2024
- **▶ 7.1** Mil.USD lower than the monthly average rate in 2024.
- Accumulated 10-month 2025 reached 407.4 tr.USD, equal to 127.8% of value in 2024.

**VOLUME** 

5.5 thous.tons

- Decrease **30.4**% compared to Sep-2025
- **7.3**% compared to Oct-2024 **7.3**% and **7.3**% and **7.3**% are the compared to Oct-2024
- **2.9** thous.tons lower than the monthly average rate in 2024.
- ❖ Accumulated 10-month 2025 reached
- **74.7** thous.tons, equal to **92.9**% of volume in 2024.

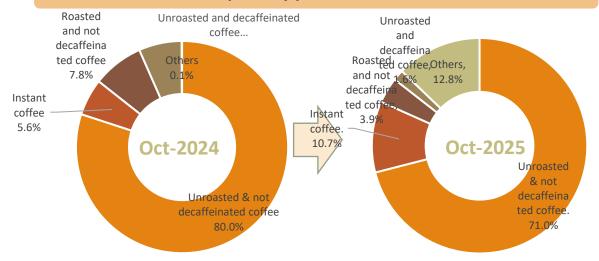
## Changes in percentage of export results to the US, Oct-2025



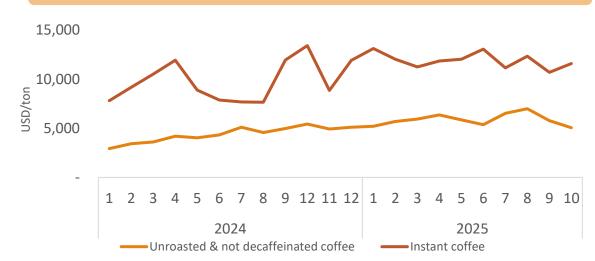


# COFFEE

## Structure of exports by products to the US, Oct-2025



### Average export price to the US, Oct-2025



#### Source: Calculated from data of the General Department of Customs

## **Export results to the US, Oct-2025**







## **Unroasted & not** decaffeinated coffee

Value: 13.8 Mil.USD

Decrease 41.7% compared to Sep- Increase 44.3% compared to

2025

2024

Increase **30.6%** compared to Oct-

## Instant coffee

Value: 2.1 Mil.USD

Sep-2025

Increase **180**% compared to

Oct-2024

## Roasted, not decaffeinated coffe

Value: 0.8 Mil.USD

Decrease **17.2**% compared to

Sep-2025

Decrease **26.6**% compared to

Oct-2024

### Instant coffee

The average export price in Oct-2025 is **11.590** USD/ton. Increase **8.3**% compared to previous month; and Decrease 13.6% compared to the same month of 2024.

#### Unroasted & not decaffeinated coffee

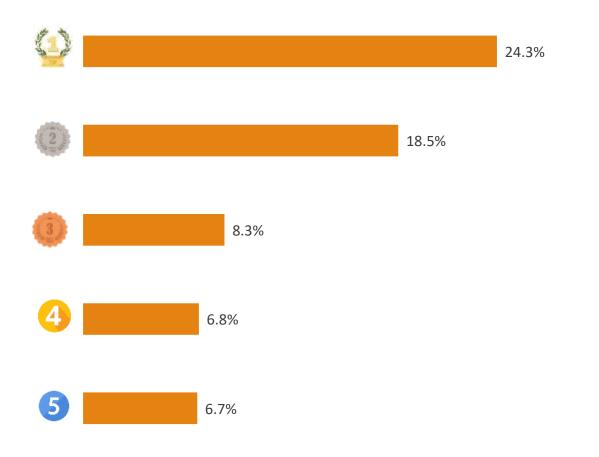
The average export price in Oct-2025 is 5.061 USD/ton. Decrease 12.4% compared to previous month; and Decrease 6.9% compared to the same month of 2024.



# **COFFEE**

**TOP 5 export enterprises by value to the US, Oct-2025** 

Value ratio of TOP 5 export enterprises to the US, Oct-2025







After the U.S. imposed a 50% import tariff on Brazilian coffee in August 2025, coffee supplies from Brazil — which previously accounted for around one-third of U.S. consumption — gradually disappeared from the market. As a result, roasters were forced to draw down their inventories while waiting for the outcome of bilateral trade negotiations. The USD 340 billion coffee market was disrupted: imported shipments were stuck, many companies had to pay cancellation fees or re-export to Canada to avoid tariffs, while roasters shifted to sourcing from Colombia, Mexico, and Central America, pushing prices for these alternative origins up by around 10%, while Brazilian coffee prices fell by 5%.U.S. coffee stocks are forecast to drop to just 2.5–3 million bags by December, putting significant pressure on supply. As a consequence, retail coffee prices in the United States rose by 41% year-on-year in September, reaching an average of USD 20.15 per kilogram, contributing to higher food inflation — and are likely to remain elevated until a new trade agreement with Brazil is reached.

Source: reuters.com



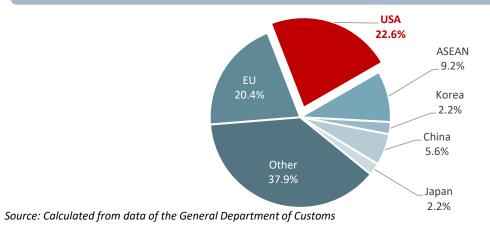


# **PEPPER**

## **Export value and Volume to the US Oct-2025**



## Percentage of export value to the US Oct-2025



## **Export results to the US Oct-2025**

28.97 M

, \$

4.1

2025

**VOLUME** 

thous.tons



Decrease 13% compared to Sep-2025

Decrease 25% compared to Oct-2024

**4.33** Mil.USD lower than the monthly average rate in 2024

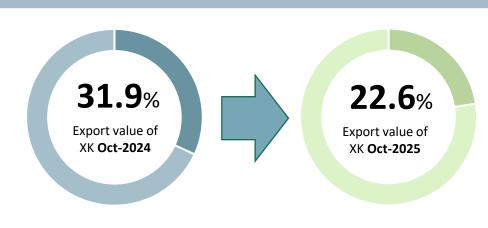
❖ Accumulated 10-month 2025 reached 341.8 tr.USD, equal to **86**% of value in 2024

Decrease 11.7% compared to Sep-

Decrease 32% compared to Oct-2024

- **1.9 thous.tons** lower than the monthly average rate in 2024
- ❖ Accumulated 10-month 2025 reached 45.9 thous.tons, equal to **64%** of volume in 2024

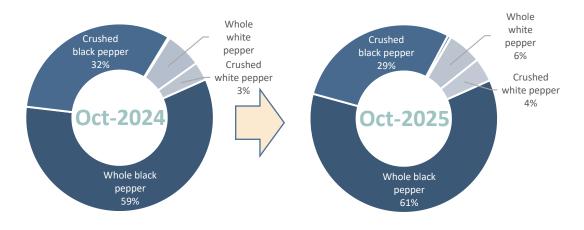
## Changes in percentage of export results to the US Oct-2025



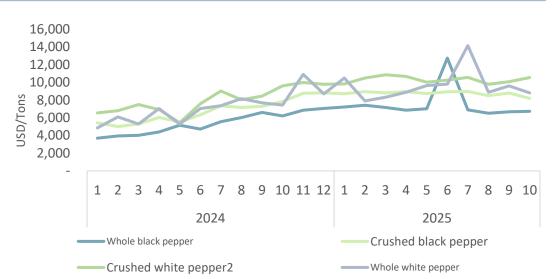


# **PEPPER**

## Structure of exports by products to the US Oct-2025



## Average export price to the US Oct-2025



## **Export results to the US Oct-2025**



## Whole black pepper

Value: 17.4 Mil.USD

Gảm 12% compared to Sep-2025

Gảm 23% compared to Oct-2024



## **Crushed black pepper**

Value: 8.1 Mil.USD

Gảm 25% compared to Sep-2025

Increase 33% compared to Oct-2024

## Whole black pepper

The average export price in Oct-2025 is **6.721** USD/ton; Increase **0.7%** compared to previous month; and Increase **8.3%** compared to the same month of 2024.

## Crushed black pepper

The average export price in Oct-2025 is **8.190** USD/ton; giảm **6.8**% compared to previous month; and Increase **4.7**% compared to the same month of 2024.

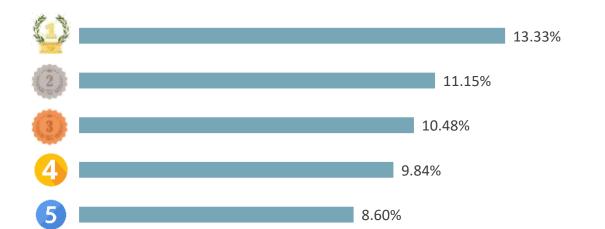
## Tiêu trắng đã xay

The average export price in Oct-2025 is **10.532** USD/ton; Increase **4.7**% compared to previous month; and Increase **9.8**% compared to the same month of 2024.

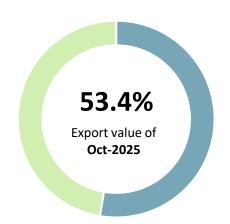
Source: Calculated from data of the General Department of Customs



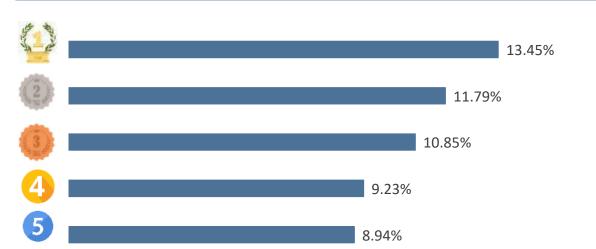
## **TOP 5 export enterprises by value to the US, Oct-2025**



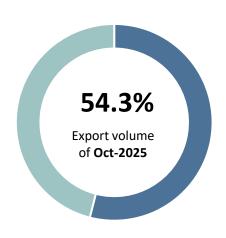
## Value ratio of TOP 5 export enterprises to the US, Oct-2025



## TOP 5 export enterprises by volume to the US, Oct-2025



## Value ratio of TOP 5 export enterprises to the US, Oct-2025



Source: Calculated from data of the General Department of Customs

# **PEPPER**

## **SPOTLIGHT**



The United States is currently the largest consumer market for Vietnamese pepper. However, due to the impact of countervailing tariff policies, export volume to this market dropped sharply by 28.5% in the past 10 months, reaching only 45,850 tons. This decline indicates that Vietnam's pepper exports are being directly affected by U.S. trade barriers.

Source: VPSA

# HỒ TIÊU



## **SPOTLIGHT**

The U.S. President has decided to abolish the 40% tariff imposed under the IEEPA on certain agricultural products, including spices. Under the new regulation, import duties on these products are reduced to 0% for all countries, regardless of trade agreements. This policy has a direct positive impact on Vietnam's pepper and spice exports, as it lowers import costs into the U.S. and significantly enhances competitiveness.

According to the Vietnam Pepper and Spice Association (VPSA), the reintroduction of tariff exemptions by the United States for pepper and spice products has given Vietnamese enterprises a substantial competitive advantage over countries that do not benefit from this preferential treatment. The policy not only reduces import costs for U.S. distributors but also increases the likelihood of securing new contracts, thereby contributing to the stabilization of Vietnam's pepper and spice market in 2026.

As a result, Vietnamese businesses will be in a better position to expand their market share, strengthen and effectively manage their trade networks with U.S. partners, and seize opportunities to boost exports, renegotiate prices, or develop new product lines to meet increasing demand from this market.

Source: VPSA



140

120

100

80

60

40

20

Mil.USD

# **CASHEW NUTS**

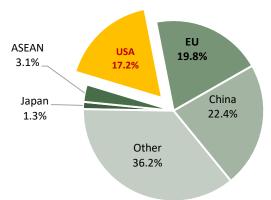


2025

## Percentage of export value to the US, Oct-2025

Value ——Volume

10 11 12



## **Export results to the US, Oct-2025**

**VALUE** 

86.9 Mil.USD

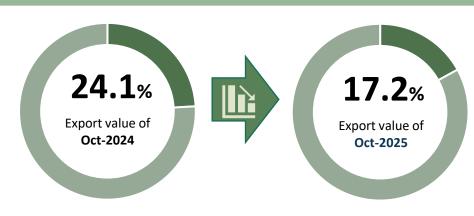
- **7** Increase **3.8**% compared to Sep-2025
- Decrease 15.1% compared to Oct-2024
- **▼ 8.8** Mil.USD Lower than the monthly average rate in 2024
- Accumulated 10-month 2025 reached 809 tr.USD, equal to 70% of value in 2024

**VOLUME** 

**13.2** thous.tons

- **7** Increase **3.4**% compared to Sep-2025
- Decrease 14.4% compared to Oct-
- **2.7** thous.tons Lower than the monthly average rate in 2024
- ◆ Accumulated 10-month 2025 reached
  121 thous.tons, equal to 63% of volume in 2024

## Changes in percentage of export results to the US, Oct-2025



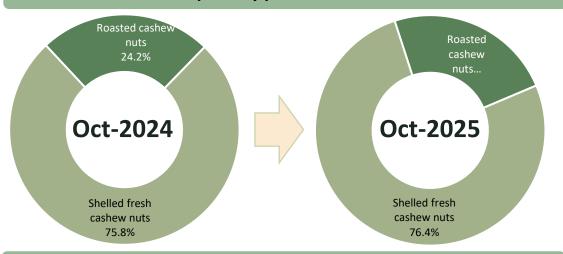
Source: Calculated from data of the General Department of Customs

2024

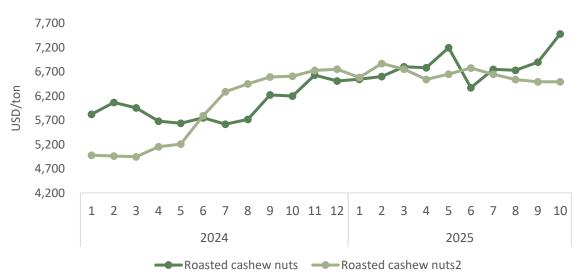


# **CASHEW NUTS**

## Structure of exports by products to the US, Oct-2025



#### Average export price to the US, Oct-2025



## **Export results to the US, Oct-2025**



## Shelled fresh cashew nuts

Value: 65.98 Mil.USD

Increase **12.0**% compared to Sep-2025

Decrease 15.0% compared to Oct-2024



#### Roasted cashew nuts

Value: 20.9 Mil.USD

Decrease **18.3**% compared to Sep-2025

Decrease 17.7% compared to Oct-2024

## Shelled fresh cashew nuts

The average export price in Oct-2025 is **6.492** USD/ton; Increase **0.01**% compared to previous month; and Decrease **1.7**% compared to the same month of 2024.

#### Roasted cashew nuts

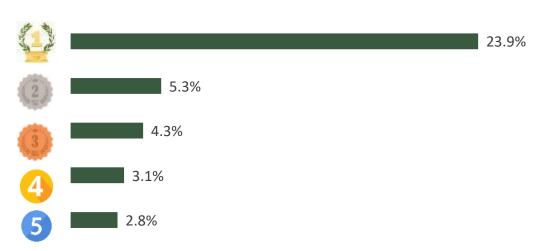
The average export price in Oct-2025 is **7.478** USD/ton; Increase **8.4**% compared to previous month; and Increase **20.7**% compared to the same month of 2024.

Source: Calculated from data of the General Department of Customs

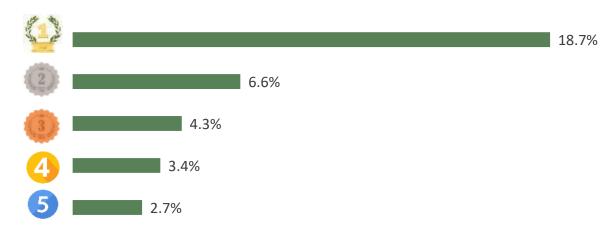


# **CASHEW NUTS**

TOP 5 export enterprises by value to the US, Oct-2025



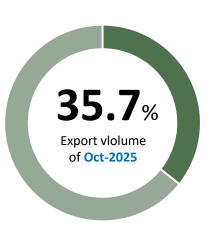
**TOP 5 export enterprises by volume to the US, Oct-2025** 



Value ratio of TOP 5 export enterprises to the US, Oct-2025



Value ratio of TOP 5 export enterprises to the US, Oct-2025



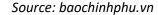
# **CASHEW NUTS**



## **SPOTLIGHT**

## Vietnamese Cashews: From Raw Exports to Plant-Based Milk Opportunities in the United States

Cashew milk has emerged as a growing trend in the United States, driving demand for high-value cashew-based products. Meanwhile, Vietnam — which once held **75–90%** of the U.S. cashew market share — faced difficulties in 2025 as import tariffs caused exports to fall by over 17%, with market share dropping to below 20%. The U.S. decision to lift tariffs is considered an important boost helping Vietnamese businesses recover towards the end of the year and enter a new growth cycle. However, the long-term opportunity lies not only in tariff policies but also in the global shift toward healthy, plant-based, and traceable foods — an area where Vietnam's cashew industry holds strong advantages. If leveraged effectively, Vietnam could transition from exporting raw cashew materials to leading the market in high-value processed cashew products, including beverages, snacks, and plant-based ingredients





# FRUITS & VEGETABLES (EXPORT)



## Export results to the US, Oct-2025

**VALUE** 

Increase 9.8% compared to Sep-2025

• • •

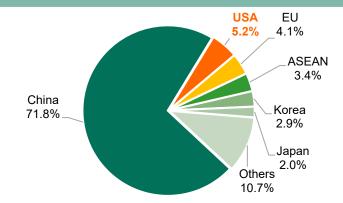
Increase **46.9**% compared to Oct-2024

17.8 Mil.USD higher than the monthly average rate in 2024

Accumulated 10-month 2025 reached 454.6 Mil.USD, equal to 126.1% of value in 2024

Mil.USD

## Percentage of export value to the US, Oct-2025



## Changes in percentage of export results to the US, Oct-2025

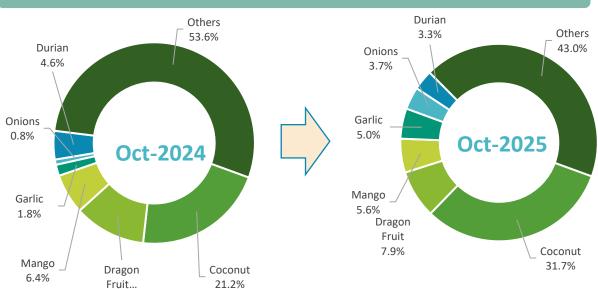


Source: Calculated from data of the General Department of Customs



# **FRUITS & VEGETABLES (EXPORT)**

## Structure of exports by products to the US, Oct-2025





## Mango

Value: 2.7 Mil.USD

Decrease **12.4**% compared to Sep-2025

Increase 26.5% compared to Oct-2024



#### Garlic

Value: 2.4 Mil.USD

Increase **49.2**% với T3/2025

Increase **305.5**% compared to Oct-

2024

## Export results to the US, Oct-2025



#### Coconut

Value: 15.1 Mil.USD

Increase 29.5% compared to Sep-2025

Increase 119.3% compared to Oct-2024



## **Dragon Fruit**

Value: 3.8 Mil.USD

Increase **37.1**% compared to Sep-2025

Increase **0.1**% compared to Oct-2024



#### Onion

Value: 1.8 Mil.USD

Increase **38.3**% compared to Sep-2025

Increase 548.1% compared to Oct-2024



#### Durian

Value: 1.6 Mil.USD

Decrease **13.6**% compared to Sep-2025

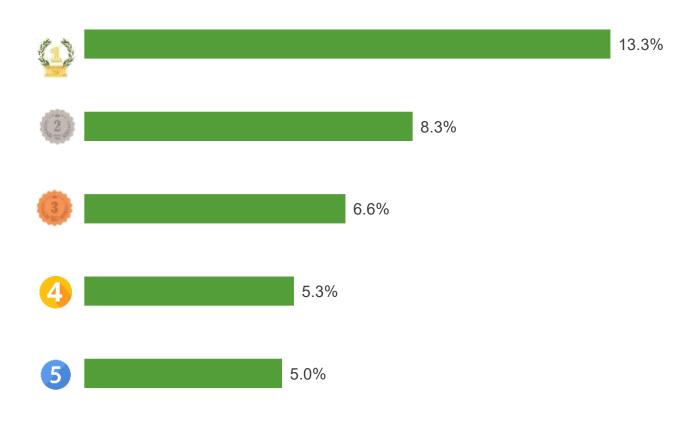
Increase 5.3% compared to Oct-2024



# FRUITS & VEGETABLES (EXPORT)

TOP 5 export enterprises by value to the US, Oct-2025

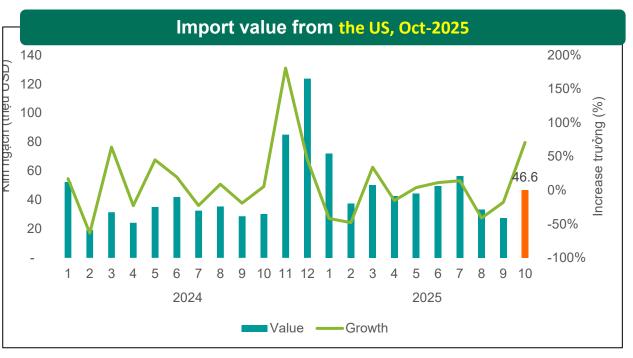
Value ratio of TOP 5 export enterprises to the US, Oct-2025







# FRUITS & VEGETABLES (IMPORT)



## Import results from the US, Oct-2025

#### **VALUE**



46.6

Mil.USD

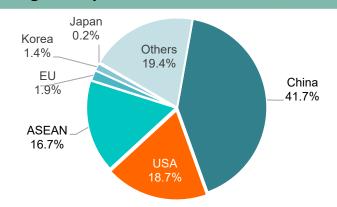
Increase **70.6**% compared to Sep-2025

Increase **53.8**% compared to Oct-2024

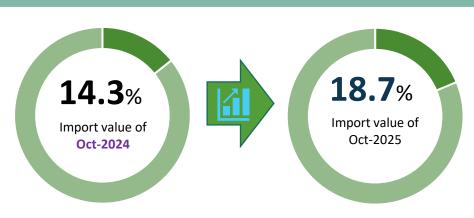
higher **1.3 Mil.USD** than the monthly average rate in 2024

Accumulated 10-month 2025 reached 460.6 Mil.USD, equal to 84.7% of value in 2024

## Percentage of import value from the US, Oct-2025



## Changes in percentage of import results from the US, Oct-2025

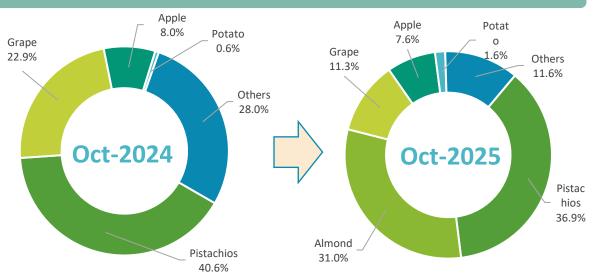


Source: Calculated from data of the General Department of Customs



# FRUITS & VEGETABLES (IMPORT)

## Structure of imports by products from the US, Oct-2025



## Import results from the US, Oct-2025



## **Pistachios**

Value: 17.2 Mil.USD

Increase 46.2% compared to Sep-

2025

Increase **39.9**% compared to Oct-2024



Value: 14.4 Mil.USD

Increase **102.4**% compared to Sep-

2025



## Grape

Value: 5.3 Mil.USD

Decrease **5.5**% compared to Sep-2025

Decrease 23.9% compared to Oct-2024



## Apple

Value: 3.6 Mil.USD

Increase 247.8% compared to Sep-2025

Decrease 47.2% compared to Oct-2024



### **Potato**

Value: 0.74 Mil.USD

Increase **120.1**% compared to Sep-2025

Increase **336.2**% compared to Oct-2024

# **FRUITS & VEGETABLES**

## **SPOTLIGHT**





 United States Waives Retaliatory Tariffs, Creating Opportunities for Vietnamese Fruits and Vegetables

On November 14, U.S. President Donald Trump signed an executive order exempting a wide range of essential agricultural and food products — including spices, tropical fruits, fruit juices, bananas, oranges, and tomatoes — from retaliatory tariffs. The new order took effect on November 13, 2025.

According to Mr. Đặng Phúc Nguyên, Secretary General of the Vietnam Fruit and Vegetable Association (Vinafruit), this presents a major opportunity for Vietnamese fruits and vegetables. While Vietnam's total fruit and vegetable exports to the U.S. reached only USD 360 million in 2024, in just the first nine months of 2025, the figure had already risen to USD 407 million. The U.S. also recorded the strongest growth among Vietnam's top five key markets, with an impressive increase of 60%. The waiver of retaliatory tariffs by the U.S. on fruit and vegetable products is expected to further open doors for Vietnamese goods in the coming period. With the current growth momentum and if businesses actively expand their market engagement, the United States could become a billion-dollar export destination for Vietnam's fruit and vegetable sector within the next few years.

# **FRUITS & VEGETABLES**

## **SPOTLIGHT**





# The United States to Cut Banana Import Tariffs Under New Trade Agreements with Latin America

The Trump administration has announced a plan to exempt bananas from import tariffs under new trade agreements with Argentina, Guatemala, El Salvador, and Ecuador – in which Guatemala and Ecuador are the two largest suppliers of bananas to the United States. Under the current framework, the U.S. still imposes a 10% tariff on bananas from Guatemala, Argentina, and El Salvador, and a 15% tariff on products from Ecuador. However, bananas will now be included in the tariff exemption scheme, aiming to lower retail prices amid rising living costs and growing political pressure regarding consumer affordability. Senior officials noted that the tariff exemption is expected to help cool down the market, provided that retailers effectively pass the tax savings on to selling prices.

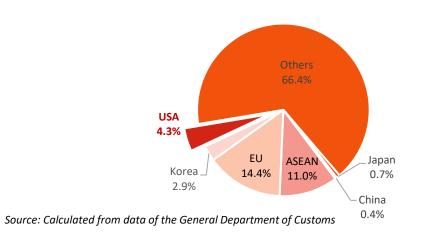
Source: Fructidor



# **MEAT AND MEAT PRODUCTS (IMPORT)**



## Percentage of import value from the US Oct-2025



## Import results from the US Oct-2025





Decrease 13% compared to Sep-2025

≥ Decrease 38% compared to Oct-2024

9.26

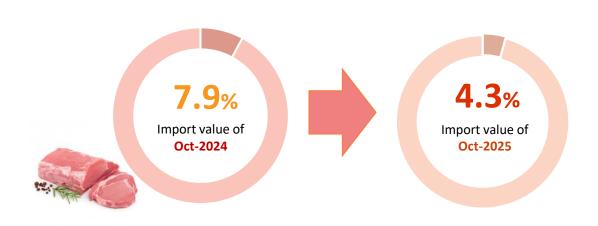
Mil.USD

≥ 5.5 Mil.USD lower than the monthly average rate in 2024

♦ Accumulated 10-month 2025 reached **139.1** 

Mil.USD, equal to 78.8% of value in 2024

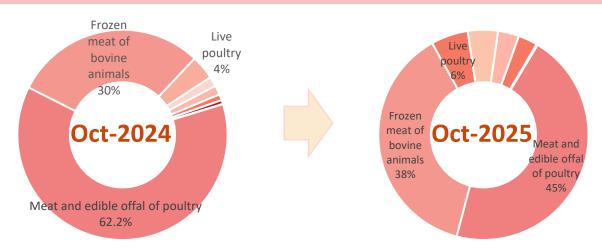
Changes in percentage of import results from the US Oct-2025





# **MEAT AND MEAT PRODUCTS (IMPORT)**

## Structure of imports by products from the US Oct-2025



## Import results from the US Oct-2025



## Meat and edible offal of poultry

Value: 4.2 Mil.USD

Decrease 27.2% compared to Sep-2025

Decrease **54.6**% compared to Oct-2024



## Meat of bovine animals, frozen

Value: 3.5 Mil.USD

Increase **8.2**% compared to Sep-2025

Decrease 20.9% compared to Oct-2024

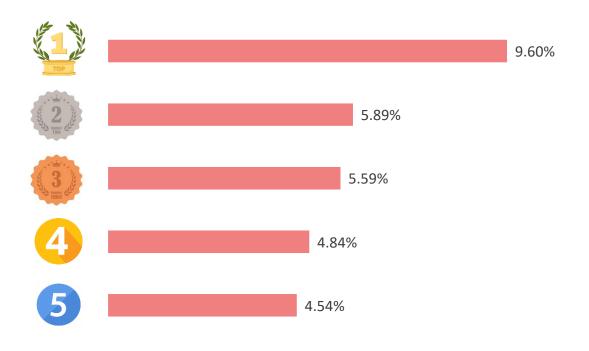
Source: Calculated from data of the General Department of Customs

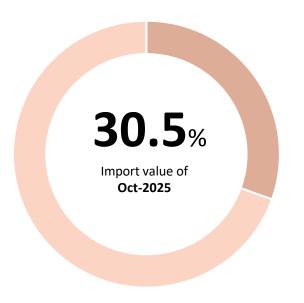


# **MEAT AND MEAT PRODUCTS (IMPORT)**

TOP 5 import enterprises by value from the US Oct-2025

Value ratio of TOP 5 export enterprises to the US Oct-2025







# MEAT AND MEAT PRODUCTS

## **SPOTLIGHT**



On November 14, President Trump decided to remove tariffs on more than 200 food items, including beef, amid rising supermarket prices that are putting pressure on American consumers. This move comes as Australia became the largest exporter of red meat to the United States in 2024, thanks to competitive prices and a supply of lean meat that matches U.S. market demand. Previously, President Trump had pointed out the imbalance in beef trade with Australia, as the country's beef exports to the U.S. surged to 4 billion AUD due to declining U.S. production.

Source: baomoi.com





# MEAT AND MEAT PRODUCTS

## **SPOTLIGHT**



President Trump announced an investigation into meat processing companies that he claimed were "foreign-owned and operating unfairly," aiming to protect U.S. consumers and livestock farmers amid soaring beef prices. He argued that while live cattle prices had fallen, retail beef prices continued to rise, indicating unusual signs that required clarification. Immediately afterward, the Department of Justice and the Antitrust Division began a coordinated investigation with the Department of Agriculture. Beef prices in the United States are currently at a record high due to prolonged drought reducing cattle herds and import restrictions caused by tariffs on Brazil. This situation has intensified political debate as beef prices have increased by nearly 15% at a time when inflation remains above the Federal Reserve's target, putting significant pressure on American household spending.

Source: tridge.com







For feedback, please send to:

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