

INSTITUTE OF STRATEGY AND POLICY ON
AGRICULTURE AND ENVIRONMENT

Volume: Mar-2025



MONTHLY REPORT ON AGRI-PRODUCT EXPORT

FROM VIETNAM TO TO KOREA (ROK) MARKET

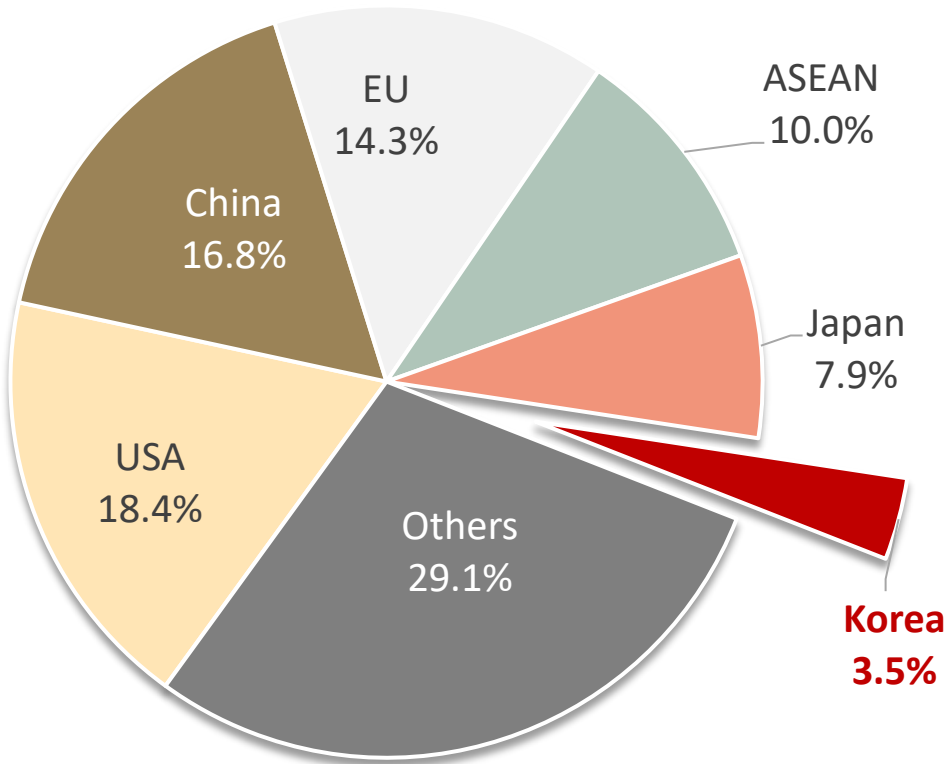


*Prepared by: Center for Information and Services
in Agriculture and Environment*



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

Proportion export value of key AFF products to the Korea in Feb-2025



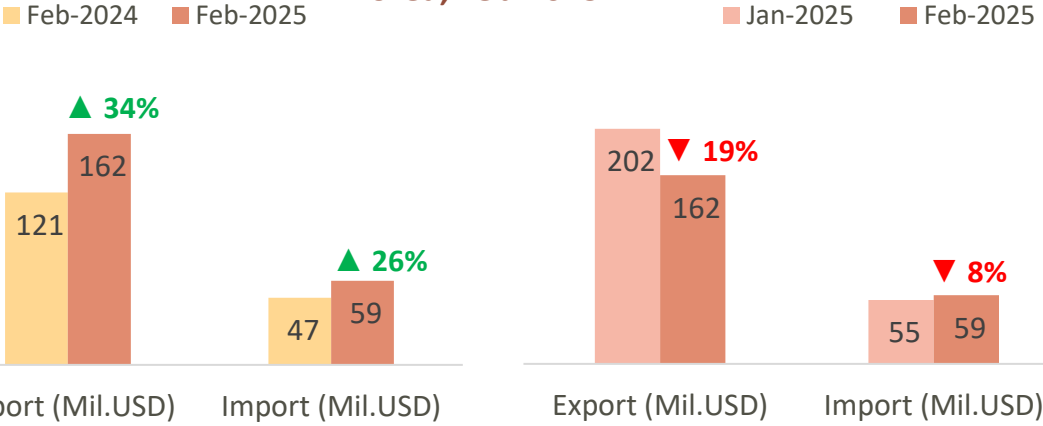
Changes in proportion export value of key AFF products to the Korea in Feb-2025 compared to Jan-2025 and Feb-2024

Country	Value (Mil.USD)	Compared to T1/ Jan-2025	Compared to Feb-2024
USA	842	▼ 3.6%	▲ 0.7%
China	770	▼ 1.0%	▼ 2.2%
EU	657	▲ 2.1%	▲ 2.5%
ASEAN	459	▲ 1.8%	▼ 3.7%
Japan	360	▲ 0,2%	▲ 1.2%
Korea	162	▼ 0.5%	▼ 0.1%
Export value of Viet Nam (Mil.USD)			4,581.1

Source: Calculated from data of the Department of Customs

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

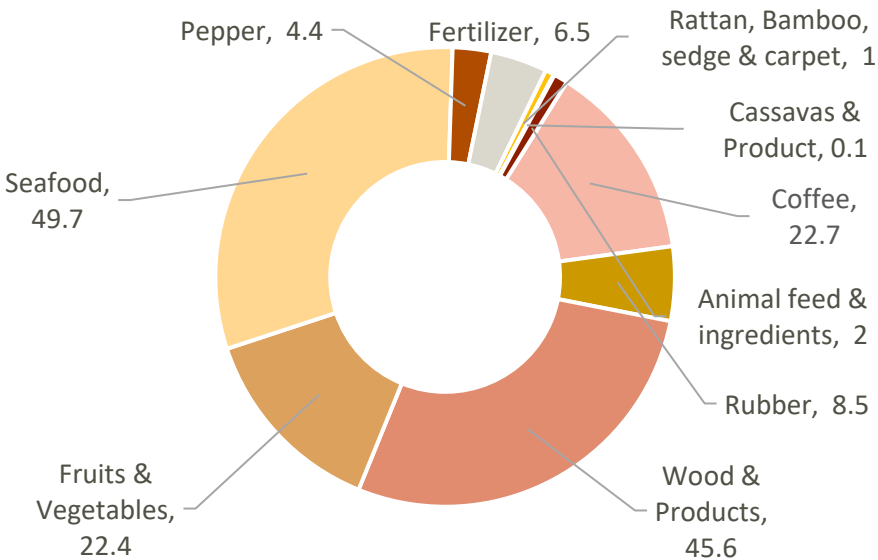
AFF product import-export turnover between **Vietnam and Korea, Feb-2025**



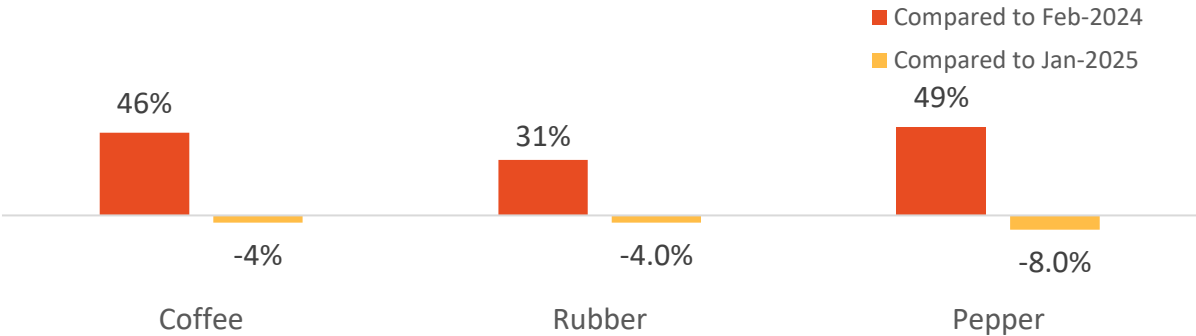
Changes in key AFF product export value to the Korea in Feb-2025 compared to Jan-2025



Key AFF product export value to Korea, Feb-2025



Changes in average export value of key AFF products to the Korea in Feb-2025 compared to Jan-2025 and Feb-2024





OECD forecasts South Korea's economic growth to slow to 1.5% in 2025

The Organization for Economic Cooperation and Development (OECD) forecasts that South Korea's economic growth will slow to 1.5% in 2025, 0.6% lower than its forecast in December 2024. However, the OECD increases its forecast for South Korea's economic growth next year to 2.2%, up 0.1% from its previous forecast. OECD reported that South Korea's growth momentum will slow due to increasing trade barriers, a fragmented global economy, and persistent inflation, making it difficult to lower the base interest rate.

Source: vtv.vn

South Korea's economy shows no signs of recovery for three consecutive months

The Ministry of Planning and Finance assessed that South Korea's economy is still shrinking, slowing export growth, and increasing domestic and foreign instability.

South Korea's export turnover in February increased by 1% compared to the same period last year due to an increase in working days, but it decreased by 5.9% on an average daily basis. In particular, exports of key items such as semiconductors and petroleum products decreased.

Industrial production in January also decreased by 2.7% compared to the previous month due to a 2.3% decrease in mining; the service and construction sectors also decreased by 0.8% and 4.3%, respectively. Retail sales, an index reflecting private consumption, also decreased by 0.6% compared to the previous month, while investment in equipment decreased sharply by 14.2% and construction investment decreased by 4.3%.

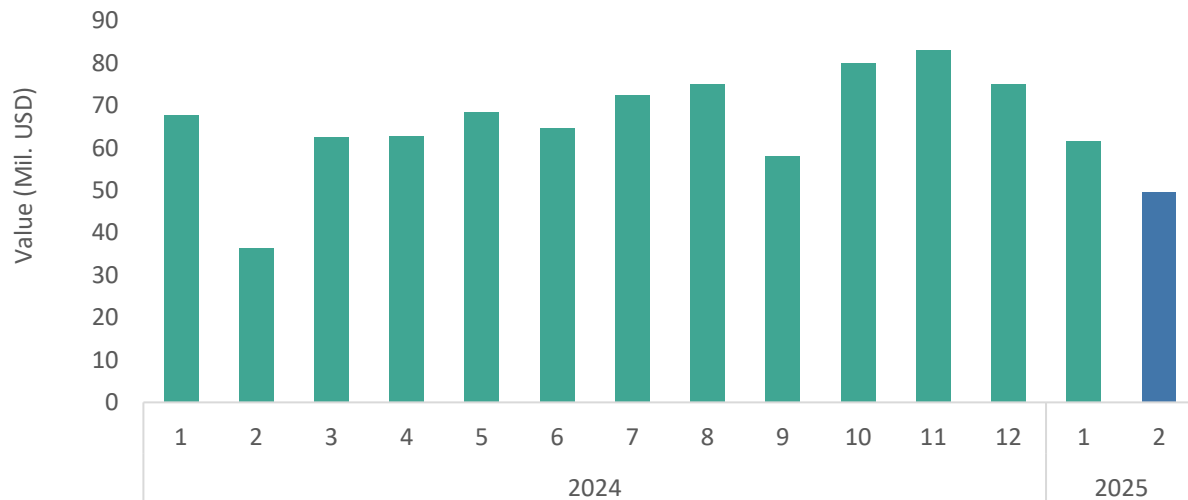


Source: world.kbs

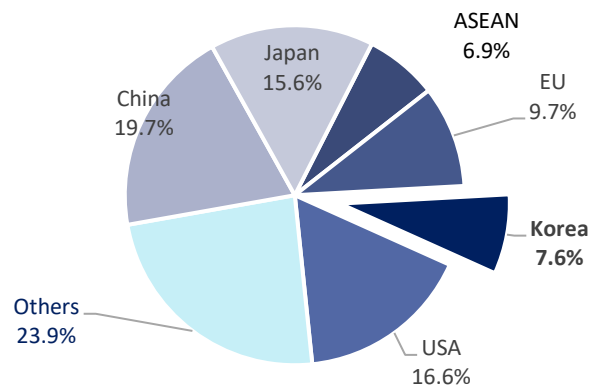


FISHERIES

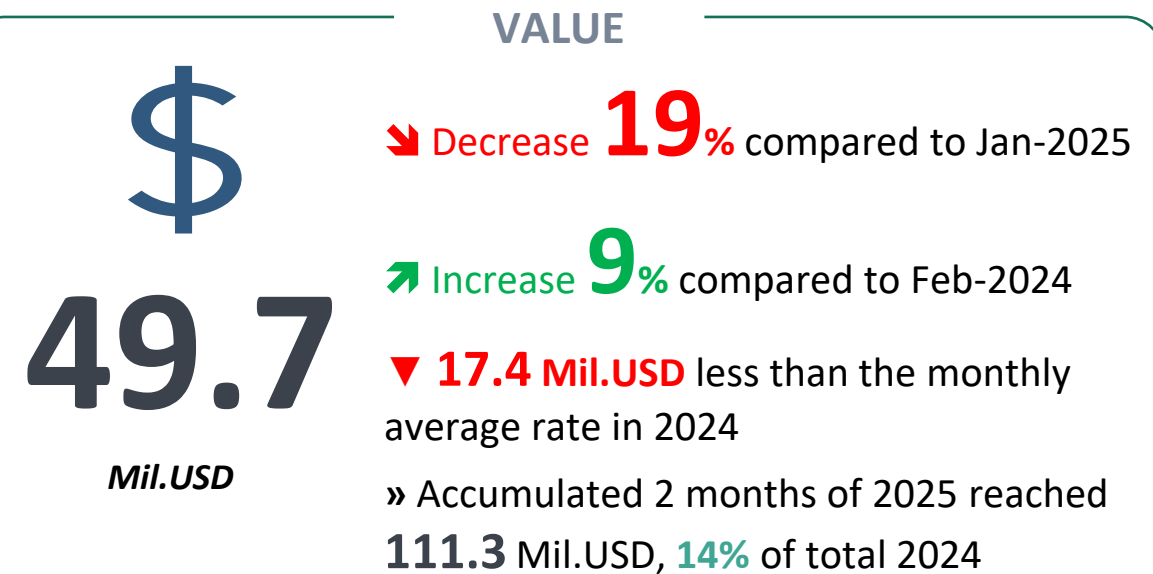
Export value to Korea, Feb-2025



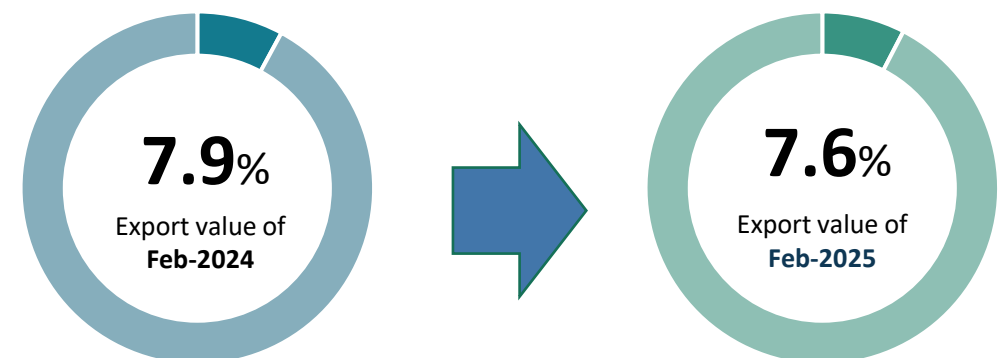
Percentage of export value to Korea, Feb-2025



Export results to Korea, Feb-2025



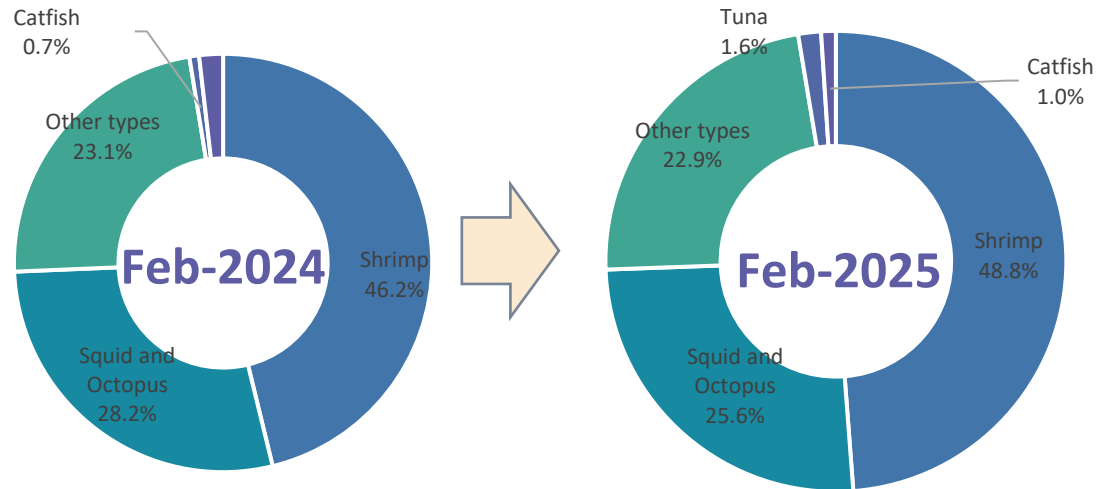
Changes in percentage of export results to Korea, Feb-2025



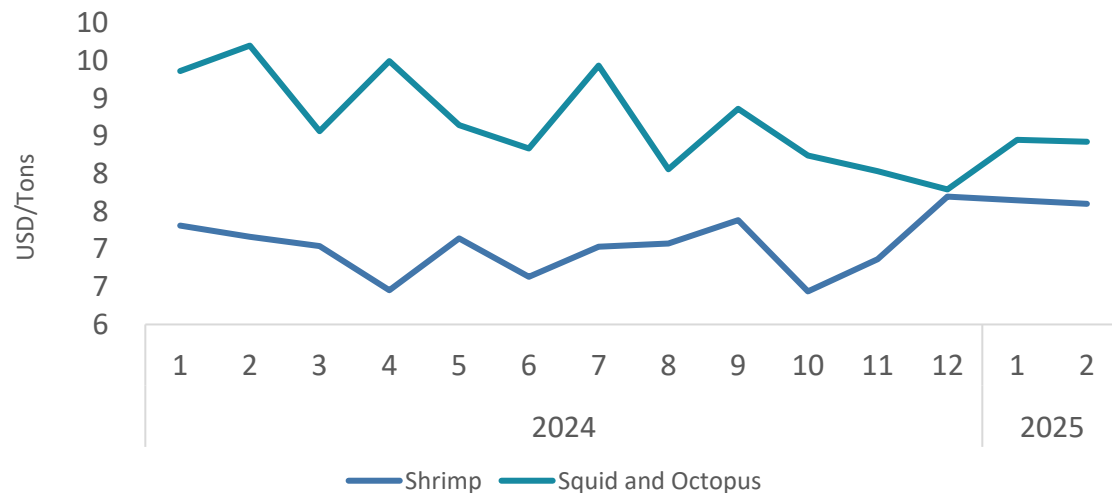


FISHERIES

Structure of exports by products to Korea, Feb-2025



Average export price to Korea, Feb-2025



Source: Calculated from data of the Department of Customs

Export results to Korea, Feb-2025



Shrimp

Value: **23.3** Mil.USD

Increase **7%** compared to Jan-2025

Increase **44%** compared to Feb-2024



Squid and Octopus

Value: **12.7** Mil.USD

Decrease **34%** compared to Jan-2025

Increase **24%** compared to Feb-2024



Tuna

Value: **0.8** Mil.USD

Increase **385%** compared to Jan-2025

Increase **19%** compared to Feb-2024

Shrimp

The average export price in Feb-2025 is **7.6** USD/kg; decrease **1%** compared to the previous month, and increase **6%** compared to the same period in 2024.

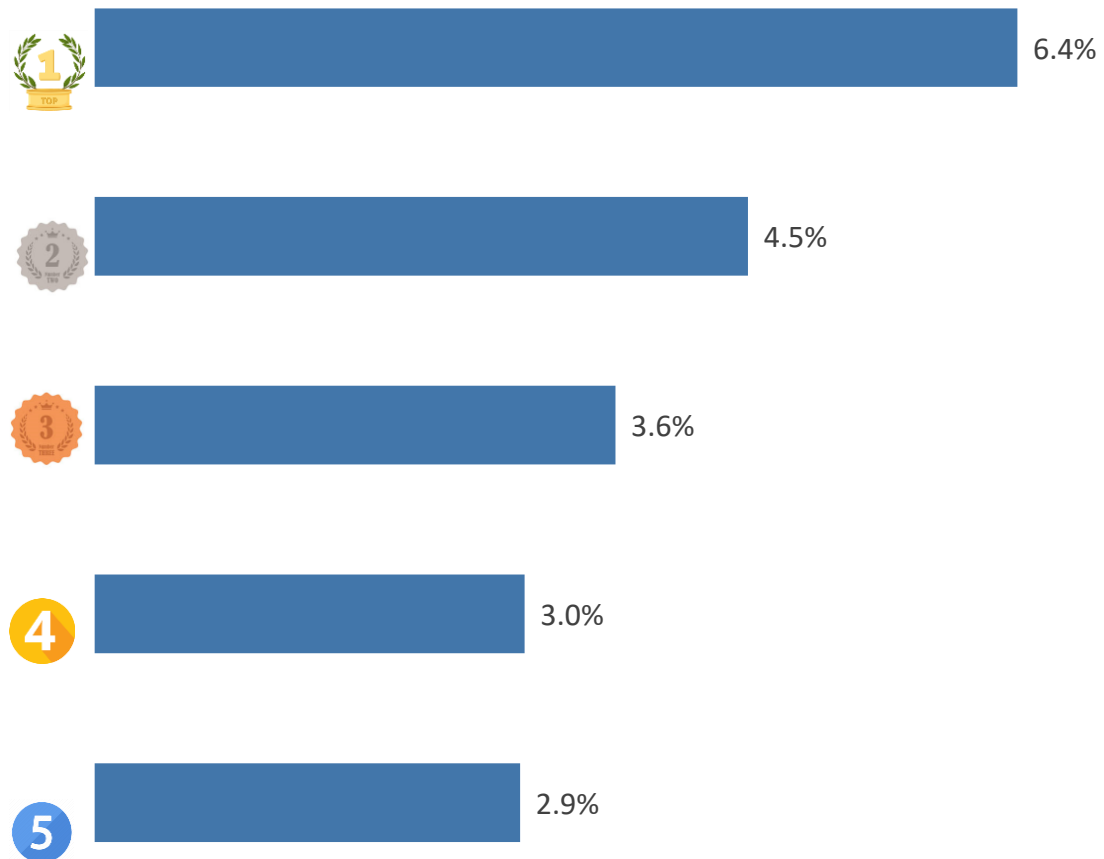
Squid and Octopus

The average export price in Feb-2025 is **8.4** USD/kg; decrease **0,3%** compared to the previous month, and decrease **10%** compared to the same period in 2024.

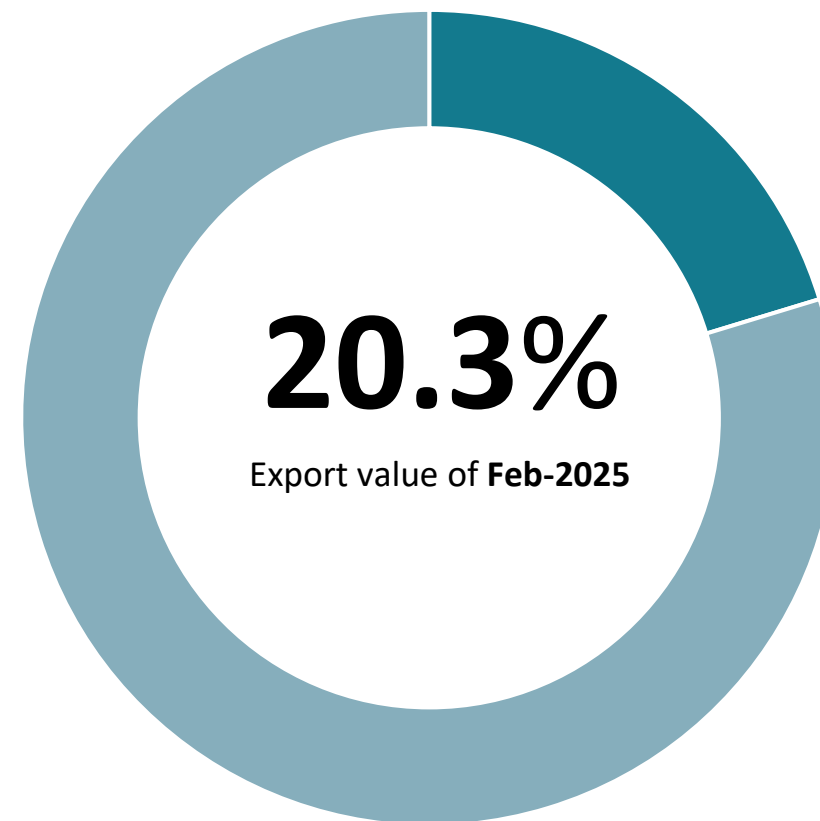


FISHERIES

TOP 5 export enterprises by value to Korea, Feb-2025



Value ratio of TOP 5 export enterprises to Korea, Feb-2025





01

South Korea targets the seafood exports of \$3.15 billion in 2025

South Korea sets a target of achieving seafood export turnover of USD 3.15 billion in 2025 to enhance its international position. The Ministry of Oceans and Fisheries announced the 2025 Seafood Export Strategy with the following main pillars:

- Financial and export credit support: Increase the credit budget to KRW 148.9 billion (about USD 103 million) to improve liquidity for businesses.
- Logistics infrastructure development: Expand logistics centers at major locations in the United States (New Jersey, New York, Los Angeles).
- Response to non-tariff barriers: Establishing a support center for compliance with new import regulations, implementing an export certification system and a digital traceability platform.

In addition, South Korea focuses on developing high value-added products and enhancing global competitiveness:

- Seaweed: Stabilizing production, introducing heat-tolerant varieties, and standardize quality.
- Tuna: Developing premium products that meet international standards.
- Oysters and abalone: Expanding exports to Europe, the Middle East, and ASEAN; developing processed products such as smoked oysters.

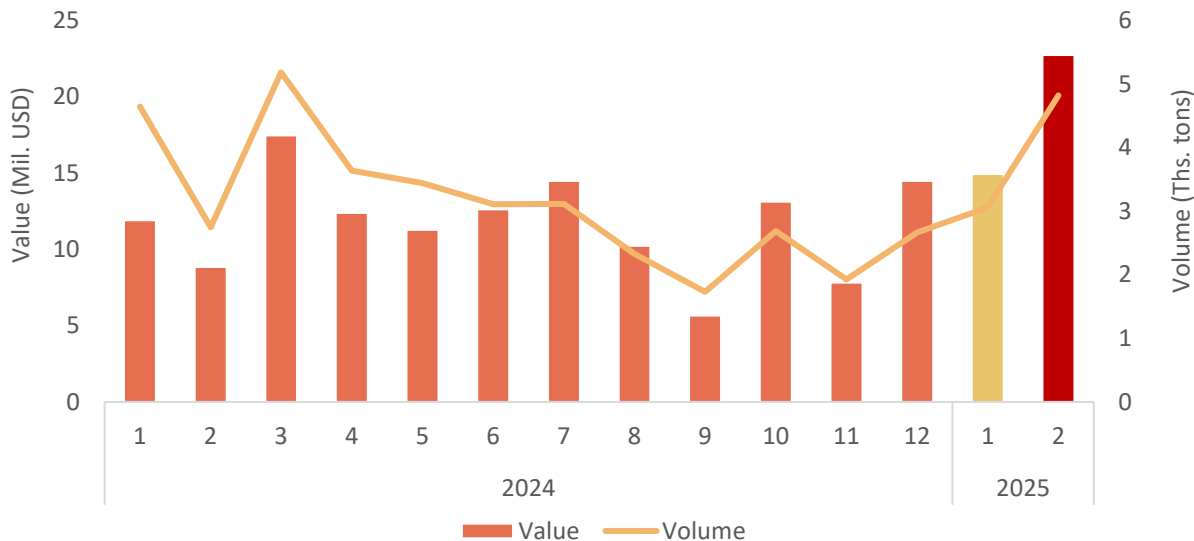
Regarding infrastructure, investing in a seaweed export complex area in South Jeolla, an R&D center in Busan, and smart seafood industrial zones in North Jeolla and North Gyeongsang. At the same time, South Korea promotes the protection of intellectual property rights for seafood brands in international markets.





COFFEE

Export volume and value to Korea, Feb-2025



Export results to Korea, Feb-2025

VALUE

22.7 Mil.USD

↗ Increase **52%** compared to Jan-2025

↗ Increase **156%** compared to Feb-2024

↗ **11 Mil.USD** more than the monthly average rate in 2024

❖ Accumulated 2 months of 2025 reached **37.7** Mil.USD, **27%** of total 2024.

VOLUME

4.8 Th.tons

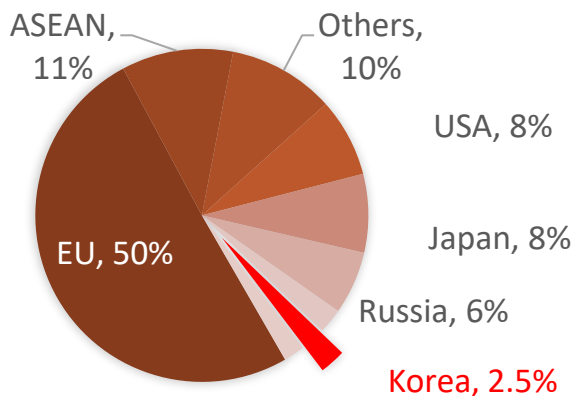
↗ Increase **58%** compared to Jan-2025

↗ Increase **75%** compared to Feb-2024

↗ **1.7 Th.tons** more than the monthly average rate in 2024

◇ Accumulated 2 months of 2025 reached **7.9** Th.tons, **21%** of total 2024.

Percentage of export value to Korea, Feb-2025



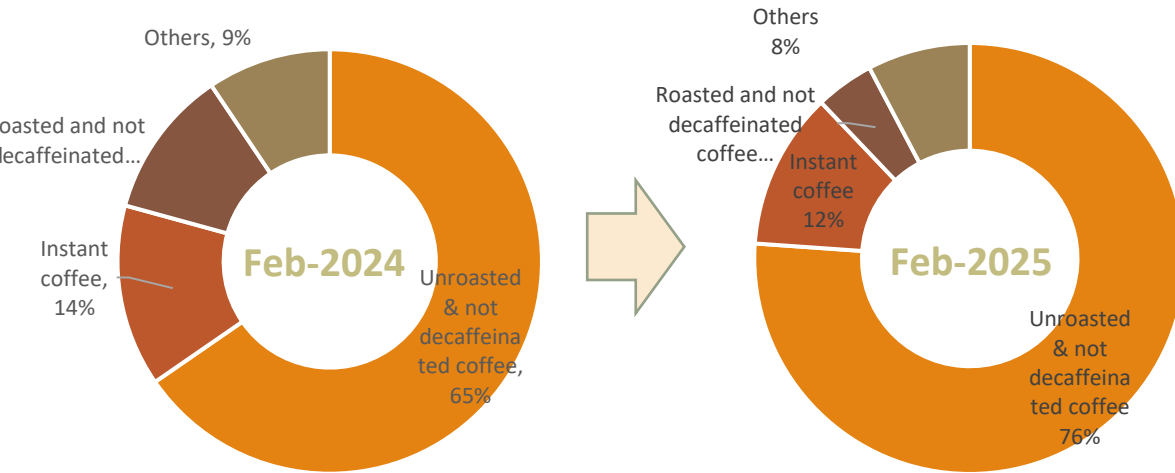
Changes in percentage of export results to Korea, Feb-2025



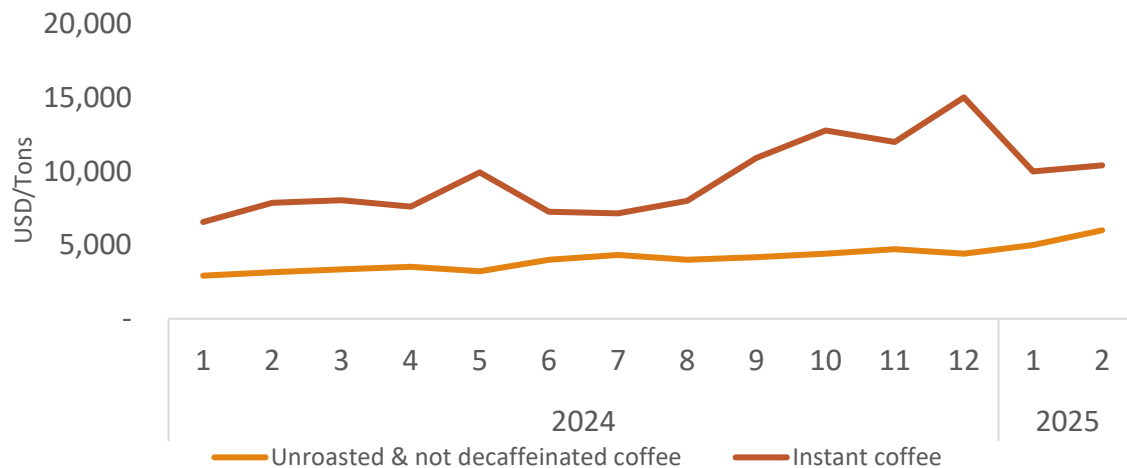


COFFEE

Structure of exports by products to Korea, Feb-2025



Average export price to Korea, Feb-2025



Source: Calculated from data of the Department of Customs

Export results to Korea, Feb-2025



Unroasted & not decaffeinated coffee

Value: **17.3** Mil.USD
Increase **50,2%** compared to Jan-2025
Increase **233%** compared to Feb-2024



Instant coffee

Value: **2.7** Mil.USD
Increase **196%** compared to Jan-2025
Increase **143%** compared to Feb-2024



Roasted and not decaffeinated coffee

Value: **0.3** Mil.USD
Increase **17%** so compared to Jan-2025
Increase **101%** compared to Feb-2024

Instant coffee

The average export price in Feb-2025 is **10,404** USD/Tons, Increase **4%** compared to the previous month, and Increase **20%** compared to the same period in 2024.

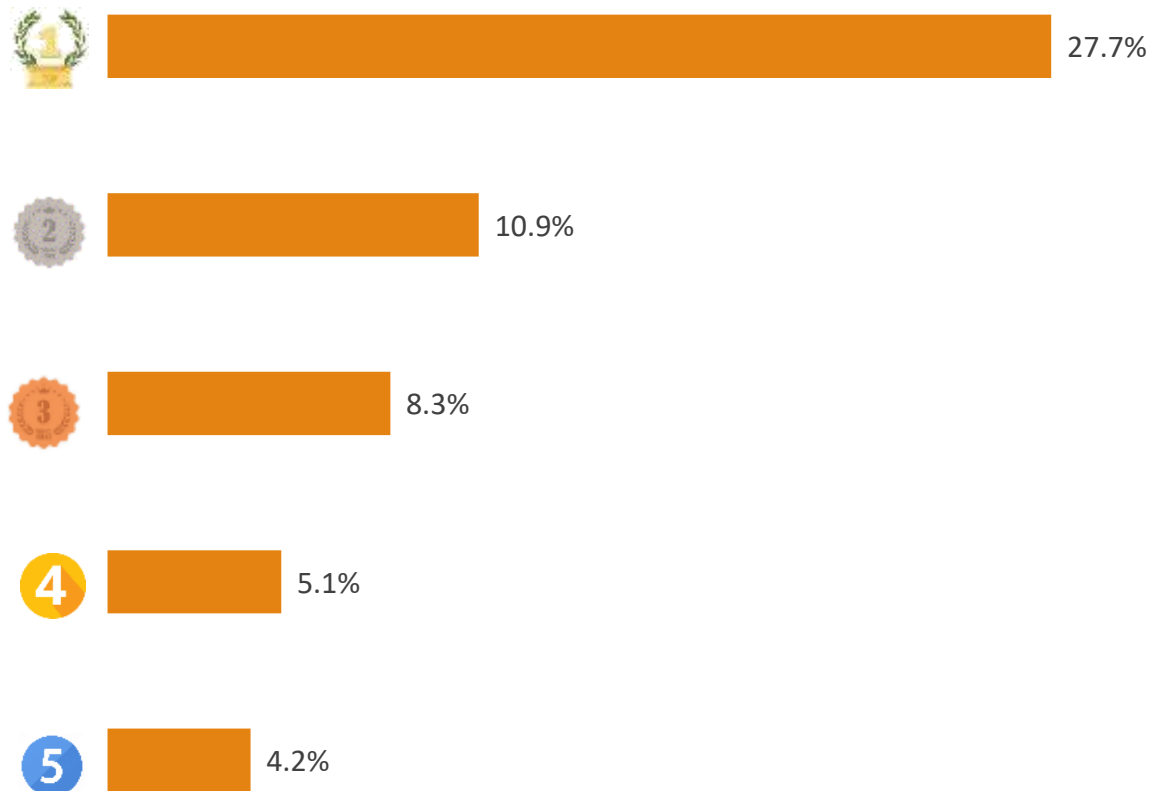
Unroasted & not decaffeinated coffee

The average export price in Feb-2025 is **6,003** USD/Tons, Increase **32%** compared to the previous month, and Increase **90%** compared to the same period in 2024.

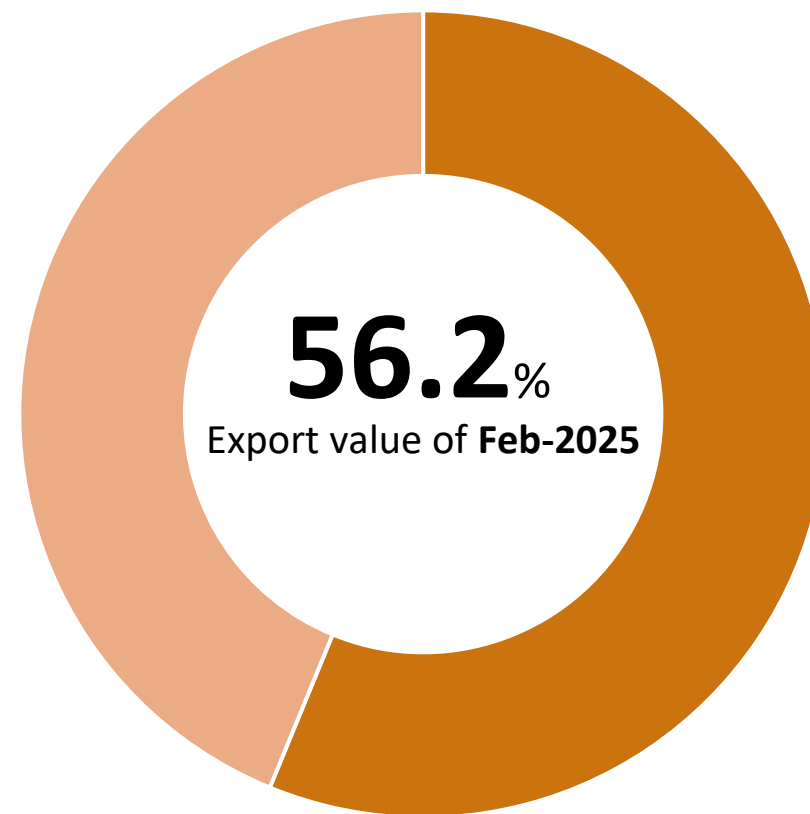


COFFEE

TOP 5 export enterprises by value to Korea, Feb-2025



Value ratio of TOP 5 export enterprises to Korea, Feb-2025





COFFEE

SPOTLIGHT

South Korea – A major coffee consuming market in Asia

South Korea is considered as the leading coffee-consuming country in the Asia-Pacific region. In 2024, the average consumption reached 416 cups per person per year—six times higher than the regional average. The total coffee import value is nearly USD 12.4 billion, surpassing both Japan and Singapore.

Coffee culture in South Korea has developed robustly, evolving from traditional tea stores into a modern café ecosystem, where coffee is not just a beverage but also a social symbol—reflecting lifestyle and personal identity.

The coffee market is booming with over 100,000 cafés, being higher than convenience stores and fast-food chains such as fried chicken outlets. Starbucks Korea is also among the top three largest markets globally, with over 2,000 stores.

However, the coffee sector in South Korea is facing highly competitive pressure, forcing many small shops to shut down, while input prices such as Arabica and Robusta beans continue to rise.





COFFEE

SPOTLIGHT

COFFEE INDUSTRY DEVELOPMENT STRATEGY IN BUSAN

Busan city aims to become the coffee hub of Asia, as the city handles up to 94% of South Korea's coffee imports through Jinhae Port—the country's main gateway. The city's comprehensive strategy focuses on leveraging its favorable geographical location, strengthening connectivity between domestic and global markets, and establishing an interdisciplinary task force of experts from various sectors to achieve the comprehensive development objectives.

Regarding administrative and logistic, the city promotes to reform the import, storage, and distribution processes for green coffee to make them more simple and efficient. Busan also supports coffee processing businesses to participate in port logistics zones, and advocates for the adoption of flexible tax policies similar to those in bonded zones.

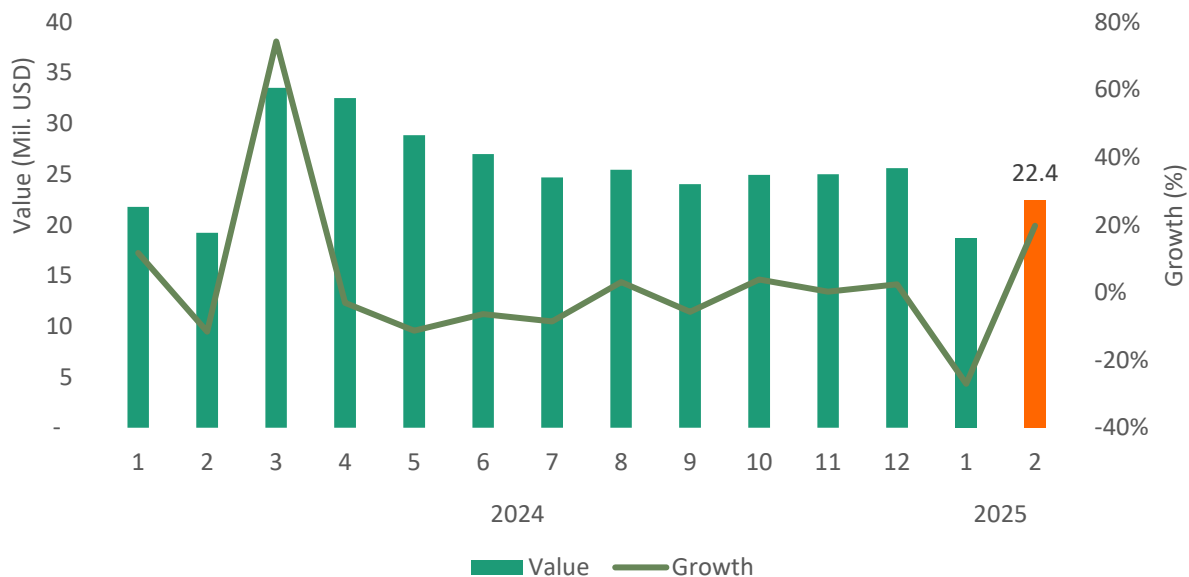
Additionally, Busan emphasizes enhancing the capacity of local enterprises by offering specialized consulting in market research, export expansion, international marketing strategy, and the development of effective global distribution channels.





FRUITS & VEGETABLES (EXPORT)

Export value to Korea, Feb-2025



Export results to Korea, Feb-2025



Increase **20%** compared to Jan-2025

Increase **16%** compared to Feb-2024

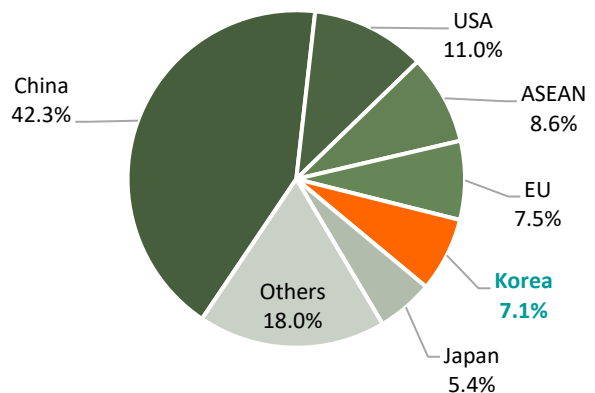
22.4

Mil.USD

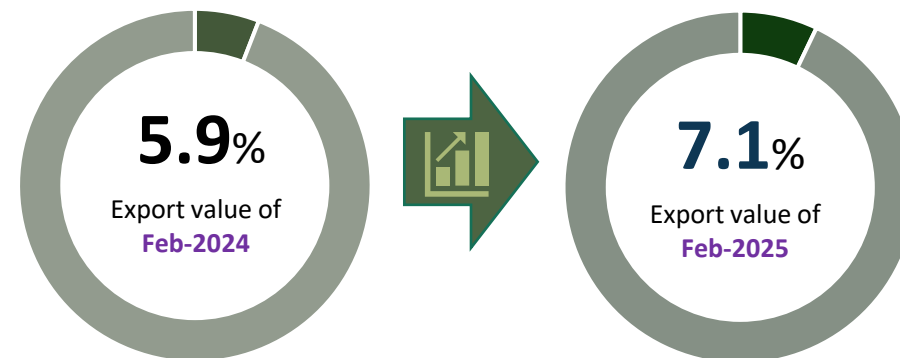
3.9 Mil.USD less than the monthly average rate in 2024

Accumulated 2 months of 2025 reached **41.1 Mil.USD**, **13%** of total 2024

Percentage of export value to Korea, Feb-2025



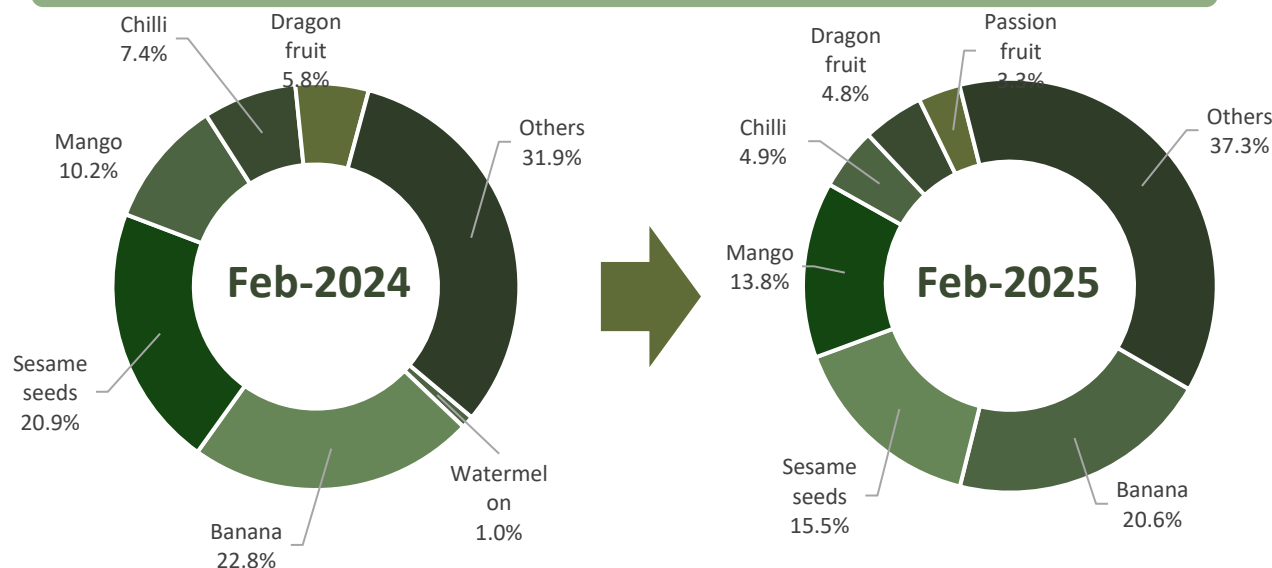
Changes in percentage of export results to Korea, Feb-2025





FRUITS & VEGETABLES (EXPORT)

Structure of exports by products to Korea, Feb-2025



Export results to Korea, Feb-2025



Banana

Value: **4.6** Mil.USD

Increase **25%** compared to Jan-2025

Increase **5%** compared to Feb-2024



Sesame seeds

Value: **3.5** Mil.USD

Increase **48%** compared to Jan-2025

Decrease **14%** compared to Feb-2024



Mango

Value: **3.1** Mil.USD

Increase **47%** compared to Jan-2025

Increase **58%** compared to Feb-2024



Chilli

Value: **1.1** Mil.USD

Decrease **16%** compared to Jan-2025

Decrease **24%** compared to Feb-2024



Dragon fruit

Value: **1.1** Mil.USD

Decrease **27%** compared to Jan-2025

Decrease **4%** compared to Feb-2024



Passion fruit

Value: **0.7** Mil.USD

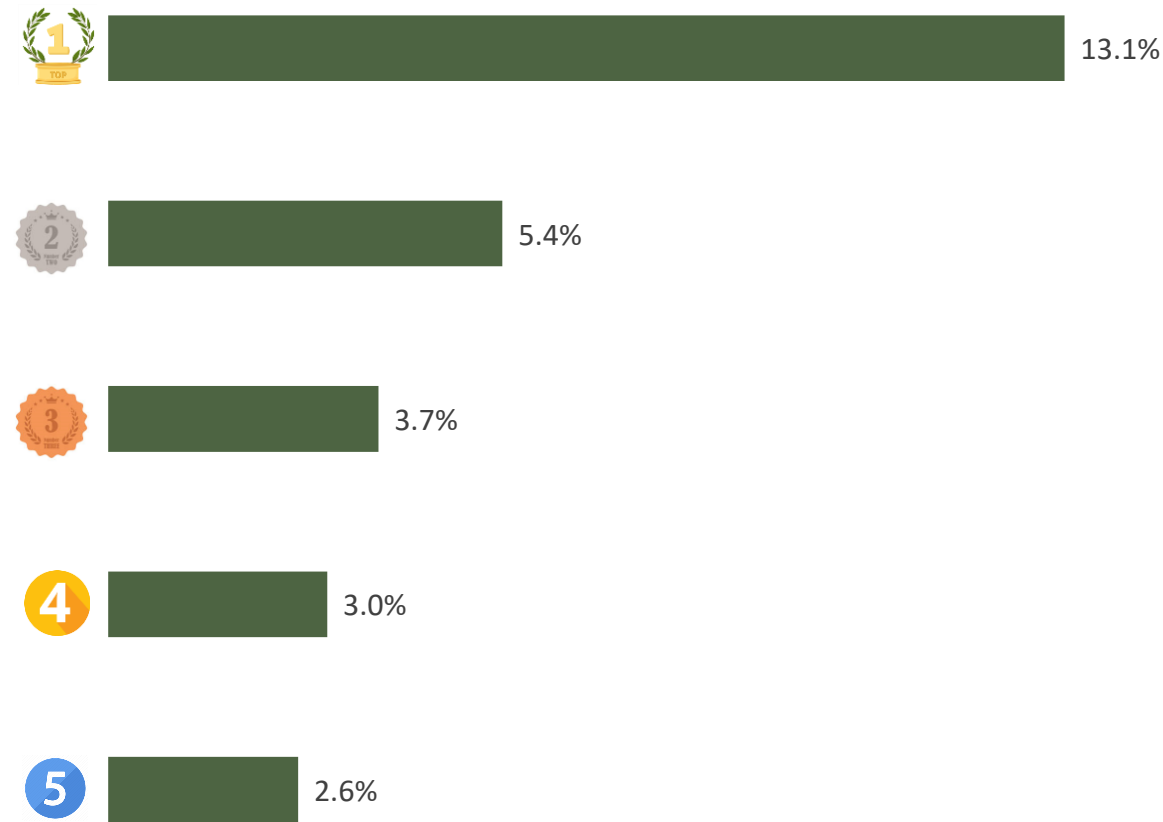
Increase **141%** compared to Jan-2025

Increase **35%** compared to Feb-2024

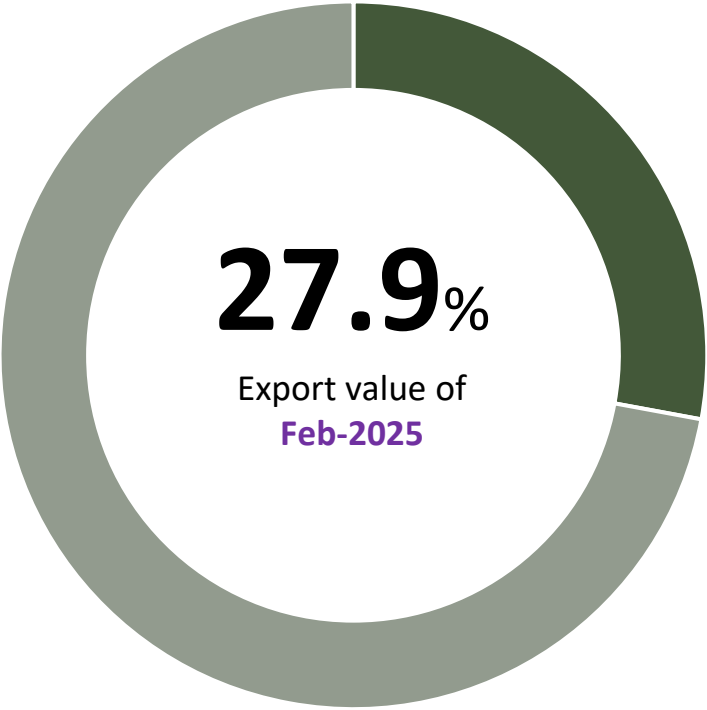


FRUITS & VEGETABLES (EXPORT)

TOP 5 export enterprises by value to Korea, Feb-2025



Value ratio of TOP 5 export enterprises to Korea, Feb-2025



Source: Calculated from data of the Department of Customs



FRUITS & VEGETABLES (IMPORT)

Import value to Korea, Feb-2025



import results to Korea, Feb-2025



3.9
Mil.USD

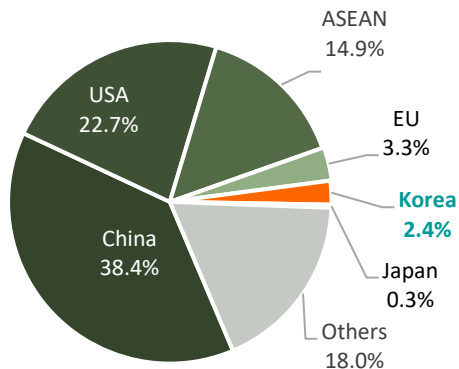
Decrease **28%** compared to Jan-2025

Increase **11%** compared to Feb-2024

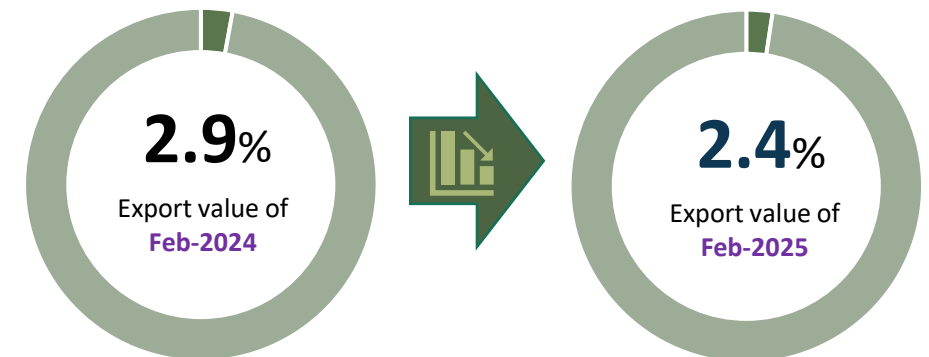
0.76 Mil.USD more than the monthly average rate in 2024

Accumulated 2 months of 2025 reached **9.4 Mil.USD**, **17%** of total 2024

Percentage of import value to Korea, Feb-2025



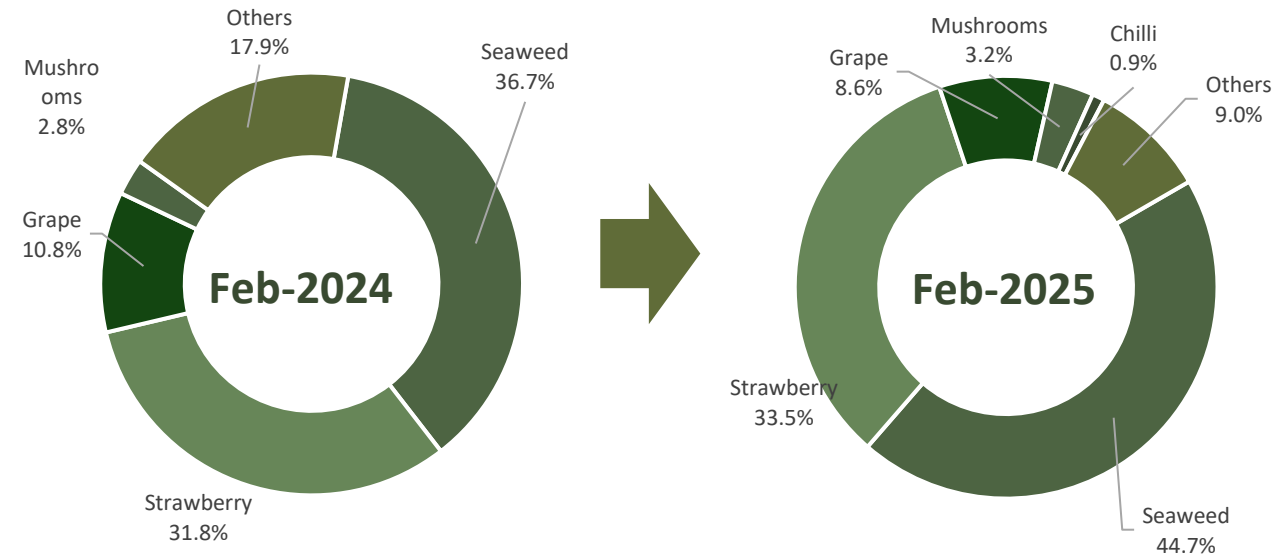
Changes in percentage of import results to Korea, Feb-2025





FRUITS & VEGETABLES (IMPORT)

Structure of import by products from Korea, Feb-2025



Grape

Value: **0.34** Mil.USD

Decrease **72%** compared to Jan-2025

Decrease **11%** compared to Feb-2024



Mushrooms

Value: **37.1** Ths.USD

Decrease **20%** compared to Jan-2025

Increase **27%** compared to Feb-2024

Import results from Korea, Feb-2025



Seaweed

Value: **1.8** Mil.USD

Decrease **5%** compared to Jan-2025

Increase **35%** compared to Feb-2024



Strawberry

Value: **1.3** Mil.USD

Decrease **6%** compared to Jan-2025

Increase **17%** compared to Feb-2024



Chilli

Value: **37.2** Ths.USD

Increase **16%** compared to Jan-2025



South Korea Adds 21 Animal and Plant Quarantine Species

The Ministry of Agriculture, Food and Rural Affairs (MAFRA) of South Korea proposed the addition of 21 species to the country's quarantine list, based on pest risk analysis results and related provisions under the Plant Protection Act, as well as guidelines from the Animal and Plant Quarantine Agency (APQA). The World Trade Organization (WTO) has issued a notification to collect feedback from its member countries.

Among these species, *Bactrocera kandiensis*, a fruit fly belonging to the Tephritidae family, is the unique subject of banning. Mangoes are one of the main fresh fruits that Vietnam exports officially to South Korea. Therefore, strict control of *Bactrocera kandiensis* is essential because South Korea is expected to implement the new regulation on August 2025. The remaining 20 species are classified by South Korea as "requiring control", including 9 types of fungi, 1 bacterium, and 4 viruses.

Source: Nongnghiep.vn





Korean Golden Melons Exported to Vietnam for the First Time After 17 Years of Negotiation

The first shipment of Korean golden melons, cultivated by Wolhang Agricultural Cooperative in Seongju County, North Gyeongsang Province, was exported to Vietnam on March 17, 2025. Negotiations between South Korea and Vietnam regarding quarantine requirements for the export of Korean-grown golden melons began in 2008 and were successfully concluded in April 2024.

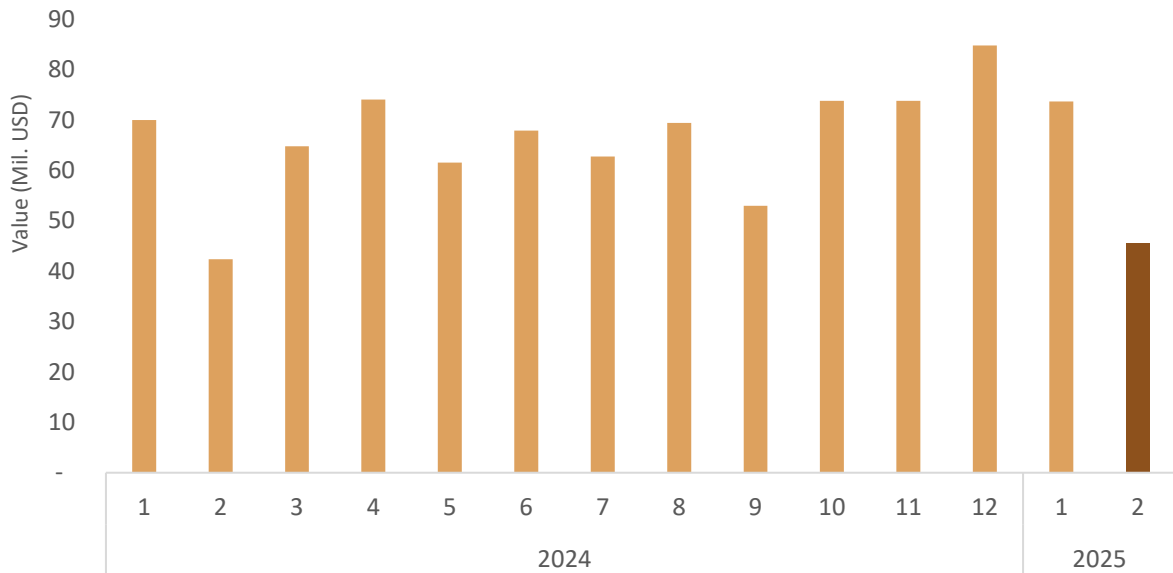
During that time, South Korea proposed to Vietnam to export 10 agricultural products and by 2023, both countries had finalized agreements for 7 items, including: apples, pears, grapes, tomatoes, strawberries, persimmons, and bell peppers. Golden melon became the eighth product to be successfully approved for export in 2024.

Source: [Vietnam.ajunews.com](https://vietnam.ajunews.com)



WOOD AND WOOD PRODUCTS

Export value to Korea, Feb-2025



Export results to Korea, Feb-2025



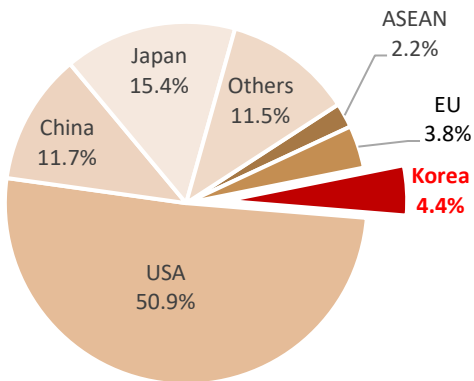
↓ Decrease **38%** compared to Jan-2025

↑ Increase **8%** compared to Feb-2024

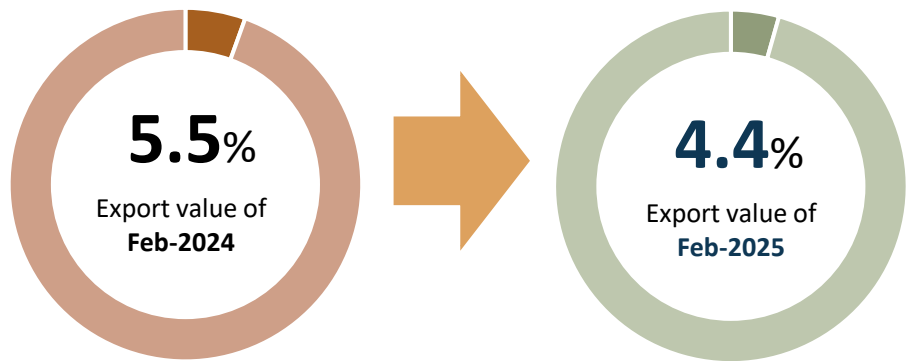
↓ **20.9 Mil.USD** less than the monthly average rate in 2024

Accumulated 2 months of 2025 reached **119.3 Mil.USD**, **14.9%** of total 2024

Export results to Korea, Feb-2025



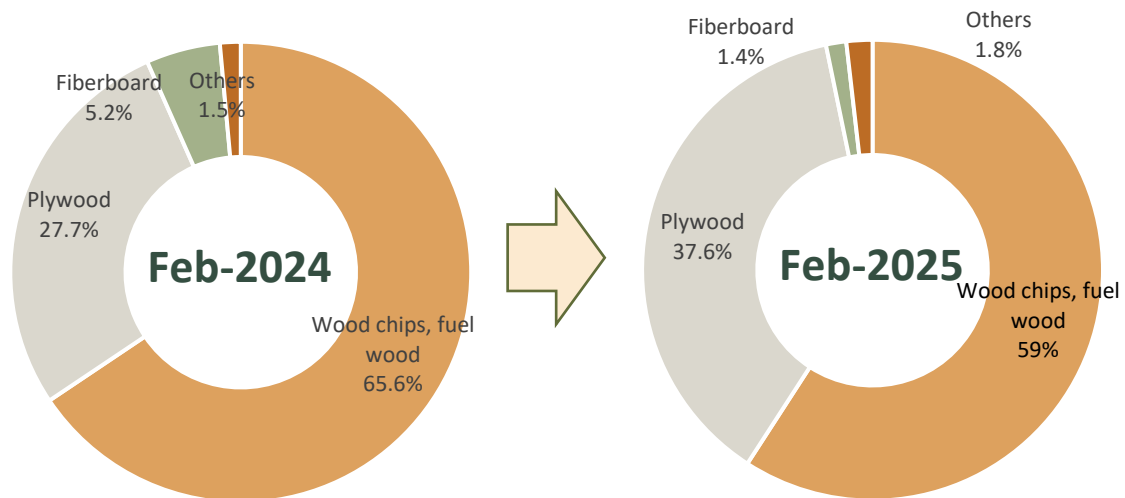
Changes in percentage of export results to Korea, Feb-2025





WOOD AND WOOD PRODUCTS

Structure of exports by products to Korea, Feb-2025



Export results to Korea, Feb-2025



Wood chips

Value: **21** Mil.USD

Decrease **46%** compared to Jan-2025

Decrease **16%** compared to Feb-2024



Plywood

Value: **11.2** Mil.USD

Decrease **37%** compared to Jan-2025

Increase **26%** compared to Feb-2024



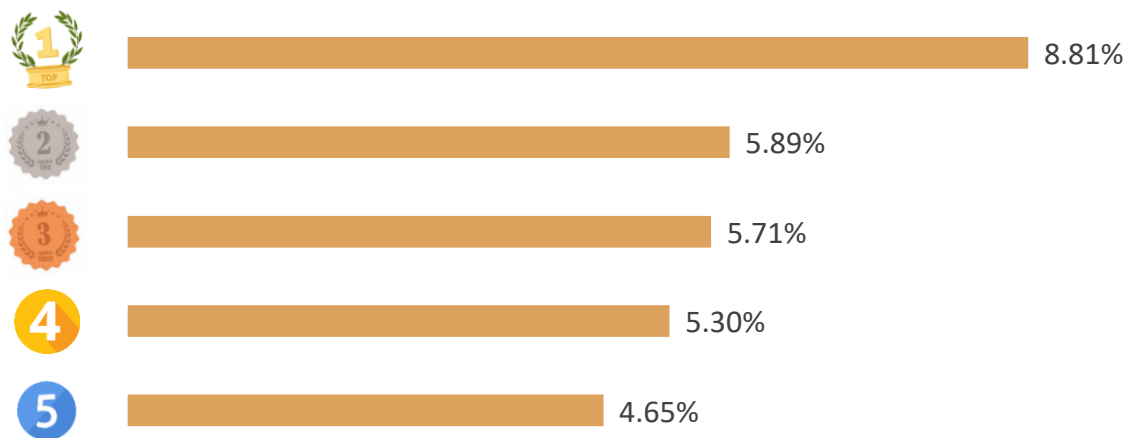
Fiberboard

Value: **0.4** Mil.USD

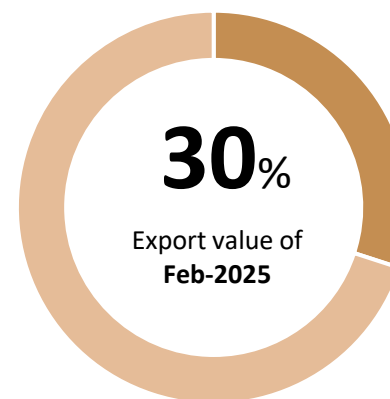
Decrease **56%** compared to Jan-2025

Decrease **75%** compared to Feb-2024

TOP 5 export enterprises by value to Korea, Feb-2025



Value ratio of TOP 5 export enterprises to Korea, Feb-2025





WOOD AND WOOD PRODUCTS



SPOTLIGHT

The Korea Forest Service has emphasized the need to strengthen the competitiveness of domestic timber industry and promote sustainable forest management, following the Trump administration's policy expands the US's domestic wood production. The United States is increasing wood production and reducing imports by revising legislation, simplifying licensing procedures, and relaxing environmental regulations. Under the Trade Expansion Act, President Trump requested an investigation into the impact of wood imports on national security, which could lead to the imposition of tariffs to restrict imports.

In South Korea, despite 63% of the national territory being forested, the forestry sector still faces challenges. Specifically, the rate of private forest ownership increased from 45.4% in 2005 to 55.8% in 2023 but the number of people actively engaged in forestry dropped sharply from 70,000 in 2016 to 48,000 in 2023.

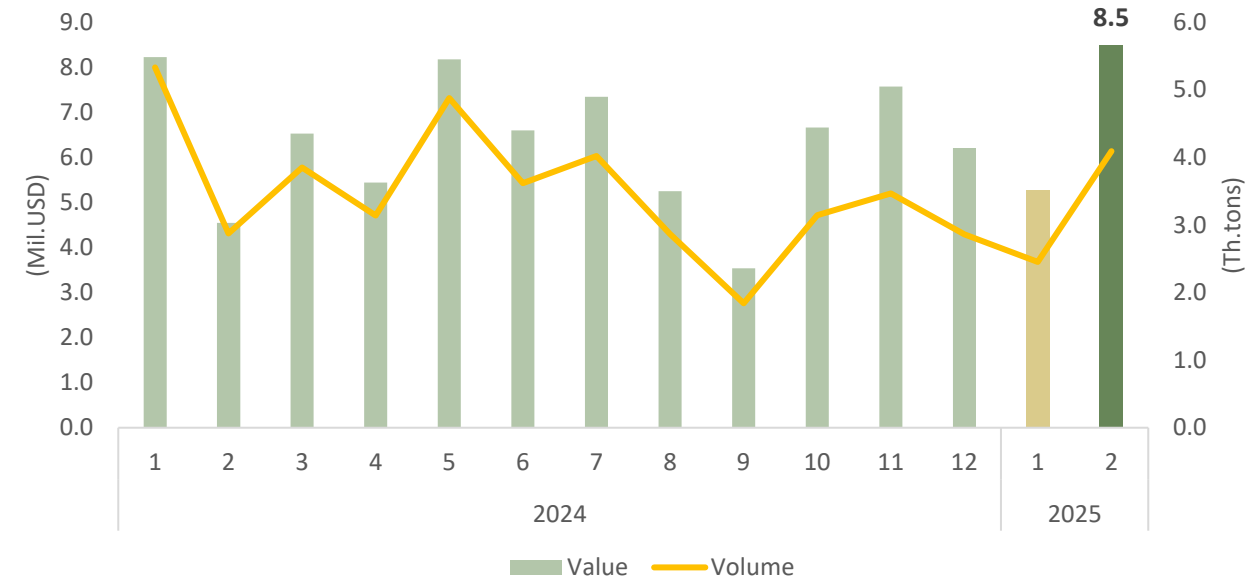
The Korea Forest Service plans to promote the use of domestic timber, increasing self-sufficiency, promoting wood-based construction, and stabilizing the domestic wood supply chain. The agency also intends to closely monitor international market developments in order to implement timely response strategies.



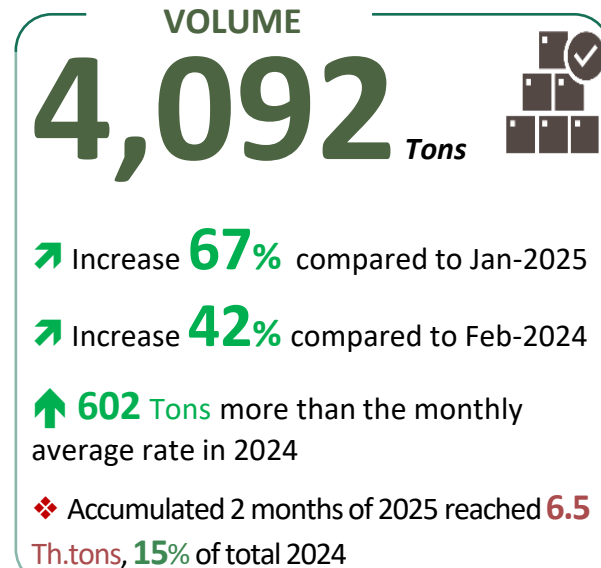
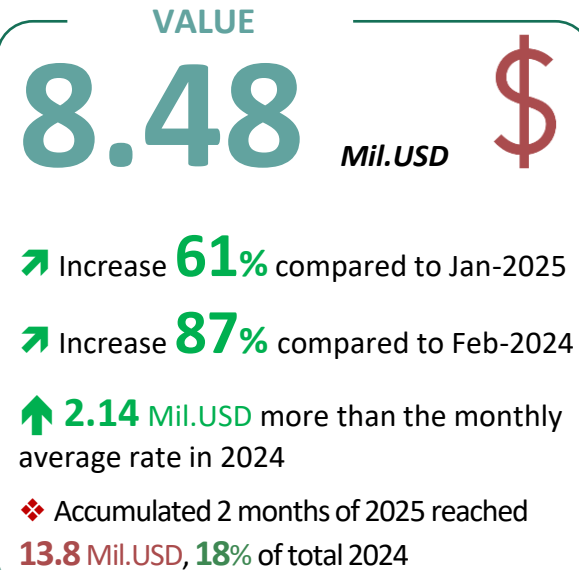


RUBBER

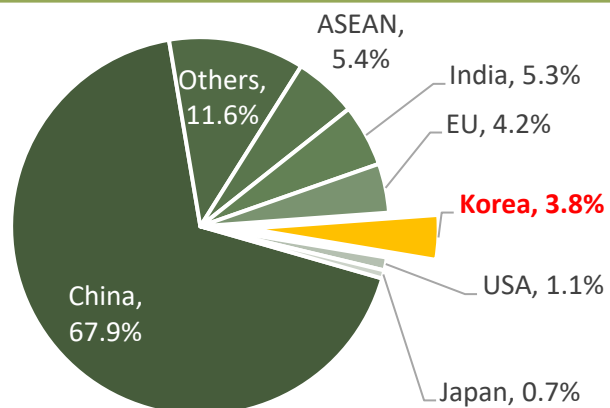
Export volume and value to Korea, Feb-2025



Export results to Korea, Feb-2025



Percentage of export value to Korea, Feb-2025



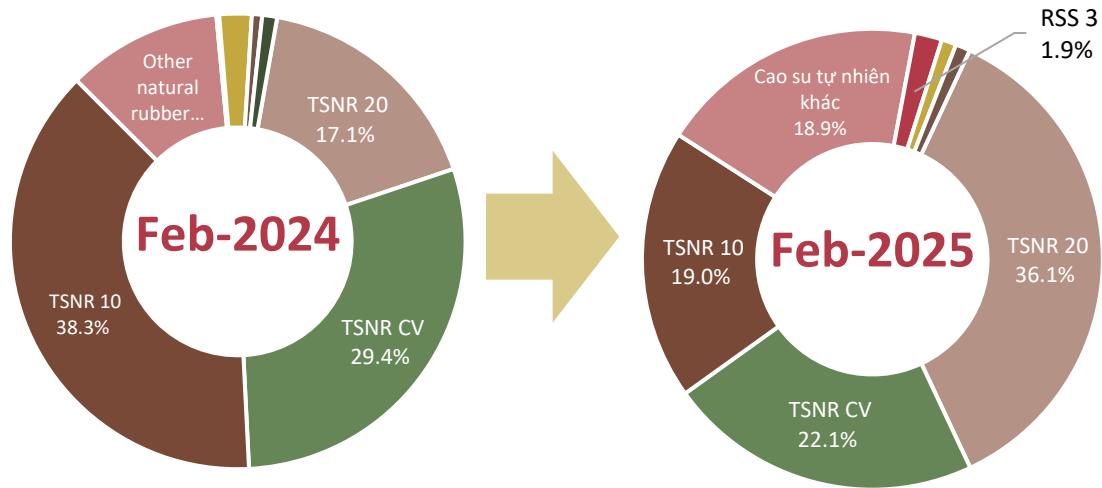
Changes in percentage of export value to Korea, Feb-2025



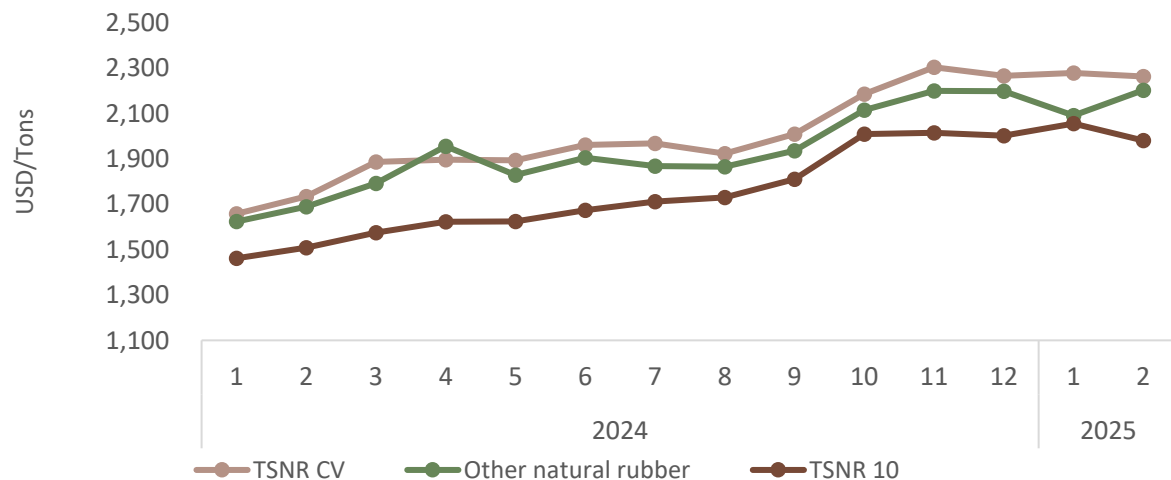


RUBBER

Structure of exports by products to Korea, Feb-2025



Average export price to Korea, Feb-2025



Export results to Korea, Feb-2025



Other natural rubber

Value: **1.6** Mil.USD

Decrease **30%** compared to Jan-2025

Increase **222%** compared to Feb-2024



TSNR CV

Value: **1.9** Mil.USD

Increase **14%** compared to Jan-2025

Increase **41%** compared to Feb-2024



TSNR 10

Value: **1.61** Mil.USD

Increase **159%** compared to Jan-2025

Decrease **7%** compared to Feb-2024

Other natural rubber

The average export price in Feb-2025 is **2,202** USD/Tons; Increase **5%** compared to the previous month, and Increase **30%** compared to the same period in 2024.

TSNR CV

The average export price in Feb-2025 is **2,263** USD/Tons; Decrease **0.7%** compared to the previous month, and Increase **31%** compared to the same period in 2024.

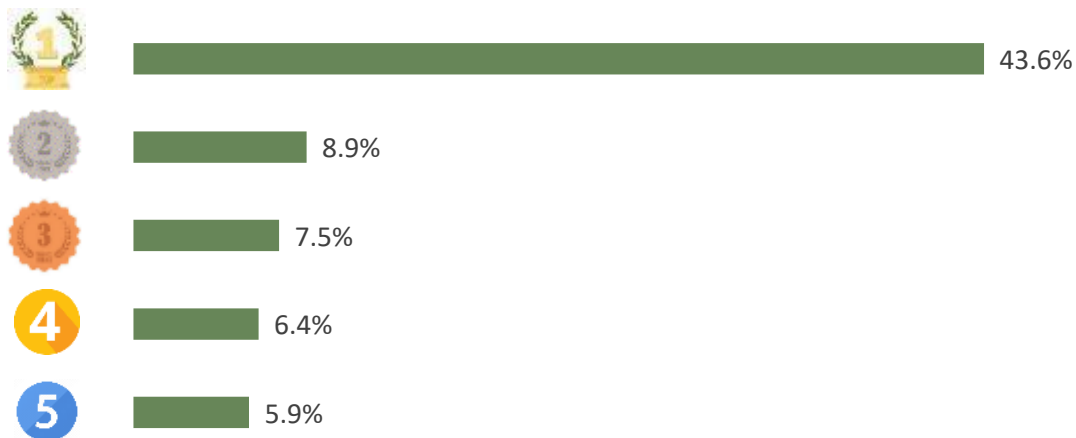
TSNR 10

The average export price in Feb-2025 is **2,055** USD/Tons; Decrease **4%** compared to the previous month, and Increase **31%** compared to the same period in 2024.

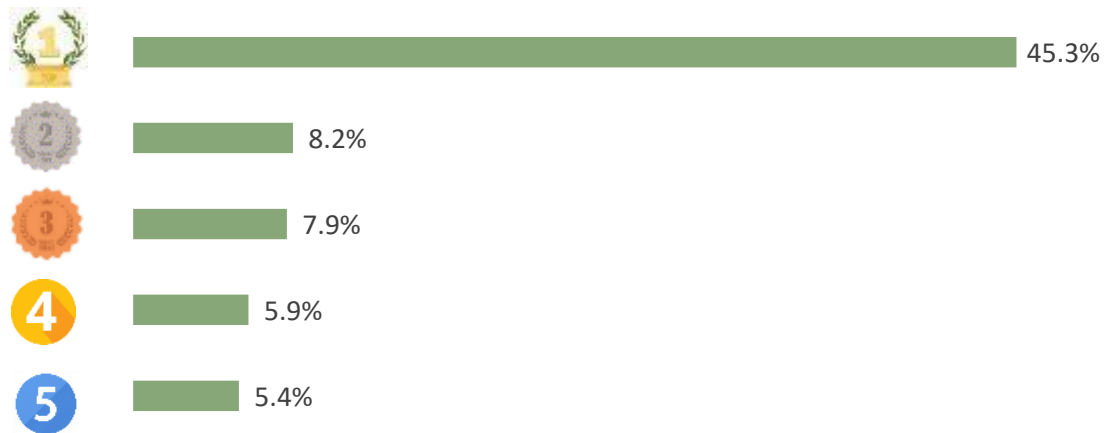


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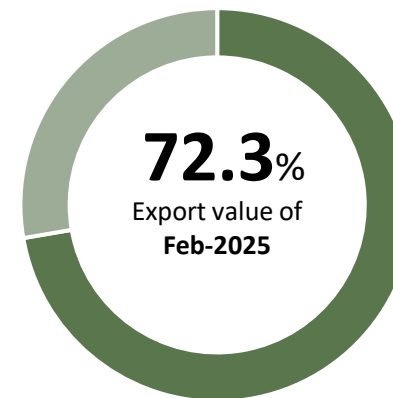
TOP 5 export enterprises by value to Korea, Feb-2025



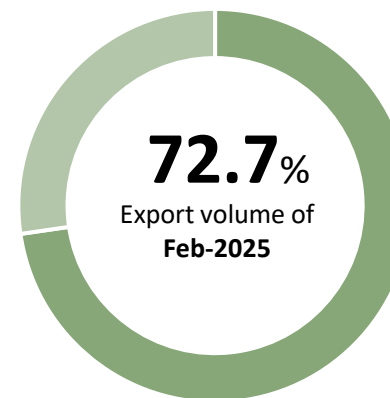
TOP 5 export enterprises by volume to Korea, Feb-2025



TOP 5 export enterprises by value to Korea, Feb-2025



Volume ratio of TOP 5 export enterprises to Korea, Feb-2025





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SPOTLIGHT



Three Korean tire giants accelerate their attack on the European market before the "red light" signal from US tariffs

U.S. President Donald Trump's announcement of tariffs on automotive parts has placed significant pressure on three major South Korean tire companies-Hankook, Kumho, and Nexen-which rely heavily on the North American market, accounting for 20–30% of their total revenue. However, high production costs in the U.S. have hindered their expansion plans.

In response, these companies are shifting their strategic focus to Europe, where there is strong demand for high-performance tires for electric vehicles (EVs) and SUVs. Large-size, high value-added tire segments offer promising potential for improved profit margins. Hankook is expanding its Hungary plant, expected to be completed by 2027; Kumho is considering building a new factory in Eastern Europe; and Nexen is increasing production capacity in the Czech Republic.

South Korean tires are currently having same quality with top global brands like Michelin, while offering more competitive pricing, making them attractive to European consumers. As South Korean manufacturers ramp up tire production in Europe, the country's natural rubber imports are expected to rise significantly in the near future.



Any comments. please send to:

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