Vietnamese agricultural products attract Australian importers

Implementing the direction of the Ministry of Industry and Trade, in 2024, agricultural and aquatic product exports to Australia will continue to grow impressively with an increase of 25.9% compared to 2023. In recent months, agricultural product prices in Australia have been good, the Trade Office has proposed to boost exports in the first months of 2025.

Exports of agricultural and fruit products to Australia in 2024 will grow by more than 25.9% compared to 2023, reaching more than 111 million USD. Aquatic products will reach more than 343 million USD, an increase of more than 9%, coffee will increase by 48.3%, rice will increase by more than 17%, confectionery will increase by more than 23%, rubber will increase by more than 17%... New items that are difficult to enter Australia in large quantities, the Trade Office always focuses on paving the way. For example: Australia has not yet allowed the import of fresh chicken from Vietnam, but the M-import Importer Trade Office, together with supermarkets, have coordinated to promote the import of 15,000 processed black chicken products during the Vietnamese Goods Promotion Week in Western Australia and Queensland in 2024, including trial at supermarkets and participation in international fairs, attracting a large number of consumers.



Vietnamese Goods Week in Western Australia and Queensland in 2024 with many agricultural and aquatic products; especially trial events and supermarket introductions, promotions with a shipment of 15,000 processed black chicken products.



A large number of importers at the Trade Office booth at the Foodservice Fair during the Vietnam Goods Week series

Inflation in Australia is still at its highest level since August 2024 when food prices peaked within 3 months (up 3.3% compared to 2.7% in December 2024) mainly due to a 12.3% increase in fruit prices. The Trade Office recommends that businesses focus on promoting the export of food, agricultural and aquatic products, and fruits to Australia right from the first months of the year. Rice export prices to Australia are still maintaining a good price and the export value increased by an average of more than 12.3% in January compared to the same period in 2024, although import volume is affected by pre-Tet stockpiles.



Trade Promotion Activities Invite Vietnamese Agricultural Products to Try at International Fairs

To boost exports, the Trade Office recommends that businesses actively participate in international fairs in Australia and discuss trade opportunities with the Trade Office. The Trade Office also recommends that businesses send people with decision-making capabilities to contact to avoid Australian partners who have recently responded that they do not work directly with decision-makers, many emails from Australian importers contacting Vietnamese businesses have not been responded to.

From May 18-20, 2025, at the Melbourne Convention & Exhibition Center, the Foodservice International Fair will take place, a major fair in Australia for the food and beverage industry, as well as industries serving the industry such as: production of food cans, straws, food bags; industries related to restaurants, hotels, catering services as well as updating the latest equipment in the industry. It is expected that there will be nearly 500 booths and special events organized on the sidelines such as Chef of the Year. We recommend that businesses consider attending.

In general, Vietnamese agricultural, aquatic and food products have covered Australia to far-flung areas such as the Northern Territory. The Trade Office wishes to cooperate with businesses to continue bringing many new products to Australia. For example: Mud crab in Australia (similar to Ca Mau) has a very high price and the quality is not typical, with a lot of roe like Ca Mau crab, so if it can be processed and packaged according to Australian regulations, it will be a product with a lot of potential.

Source: https://moit.gov.vn/tin-tuc/thi-truong-nuoc-ngoai/san-pham-nong-nghiep-viet-nam-thu-hut-nha-nhap-khau-australia.html

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