

# INDUSTRY NEWS

Vietnam Livestock | Animal Health | Animal Nutrition

## Unlocking the export market for poultry meat

Vietnam's poultry industry has seen strong growth in recent years, ranking among the top globally.

However, challenges such as market saturation, low profitability, disease outbreaks, and reliance on exporting raw products hinder its sustainable development. The sector lacks value-added processed goods and suffers from weak supply chain integration.

Experts and officials emphasize the need to reform support policies, promote disease control and biosecurity, and focus on building a transparent, disease-free value chain. Moving from basic production to poultry economics—with an emphasis on quality and added value—is essential. Developing large-scale processing and boosting trade promotion will be key to unlocking the export potential of Vietnamese poultry products (Source: Bao Moi, June 4<sup>th</sup> 2025)

## Vietnam's Pork Market – Who's Taking the Billion-Dollar Share?



Vietnam is the **second-largest** pork consumer in the world, after China, with an average consumption of **27.7 kg/person/year**. The pork market was valued at USD 15 billion in 2021, and is forecasted to reach 4

million tons by 2025. The industry is shifting from small-scale backyard farming to large-scale industrial operations led by major enterprises.

C.P. Vietnam holds the largest sow herd in the country: 350,000 sows (16% of Vietnam's total). Supplies over 6.8 million pigs/year. 2024 revenue: VND 96.6 trillion, profit: VND 15.5 trillion – highest since 2020. Strong distribution through supermarkets, retail channels, and proprietary store chains like C.P Fresh Shop, Five Star.

CJ Vina Agri owns around 140,000 sows, mostly in Southern Vietnam. Ranked second in scale.

Japfa Comfeed Vietnam holds 69,000 sows. Invested over USD 250 million in Vietnam; operates a large ecosystem with feed mills, hatcheries, and over 1,500 farms.

GreenFeed Vietnam owns 64,000 sows. 2024 net profit: VND 2.1 trillion (up 380% YoY), a record since its 2003 founding.

BAF Vietnam: Total herd: approximately 800,000 pigs (including 75,000 sows). 2024 revenue: VND 5.64 trillion, profit: VND 320 billion. Lower production cost (VND 43,000/kg) compared to peers (VND 50,000/kg). Targets to sell 10 million pigs annually by 2030.





## Vaccination rates in livestock and poultry remain limited

Vaccination coverage in Vietnam's livestock and poultry sector remains low, especially in small-scale farms, posing risks of major disease outbreaks.

Despite progress in disease control and vaccine development, challenges persist due to inconsistent local implementation, limited funding, complex procurement, and weak enforcement.

Deputy Minister Phung Duc Tien emphasized that vaccination is mandatory, not optional, and called for stronger legal frameworks, private sector involvement, and tighter food safety monitoring.

He stressed the need for coordinated action across sectors to build a modern, resilient, and sustainable livestock industry. (Source: Nha Chan Nuoi, 18<sup>th</sup> June 2025)

Dabaco Group holds 50,000 sows with plans to expand. Q1 2025 profit: VND 508 billion, already 50% of its annual target. Recently launched a plant producing African swine fever (ASF) vaccine used across its entire herd.

Hoa Phat Agriculture owns approximately 25,000 sows and sold over 565,000 pigs in 2024. Masan MEATLife leverages more than 3,000 WinMart/WinMart+ stores for direct-to-consumer meat sales. Restructuring its farm operations to focus on retail and food safety.

Smallholder farms will continue to decline due to ASF outbreaks and stricter regulations. Industrial-scale farming will dominate, benefiting from High pork prices, Lower feed costs, Growing consumer demand for safe and traceable pork. Enterprises must focus on closed-loop systems, biosecurity, and technological optimization to win market share. (Source: Nha Chan Nuoi, 20<sup>th</sup> June 2025)

## Vietnam's animal feed imports down 6.9% in Q1 2025

In the first four months of 2025, Vietnam's total import value of animal feed and raw materials is down 6.9% from the same period in 2024.

According to preliminary data from the General Department of Vietnam Customs, in April 2025, the import value of animal feed and raw materials reached nearly USD 408.36 million, an increase of 11% compared to March 2025, but a decrease of 18.1% compared to April 2024.

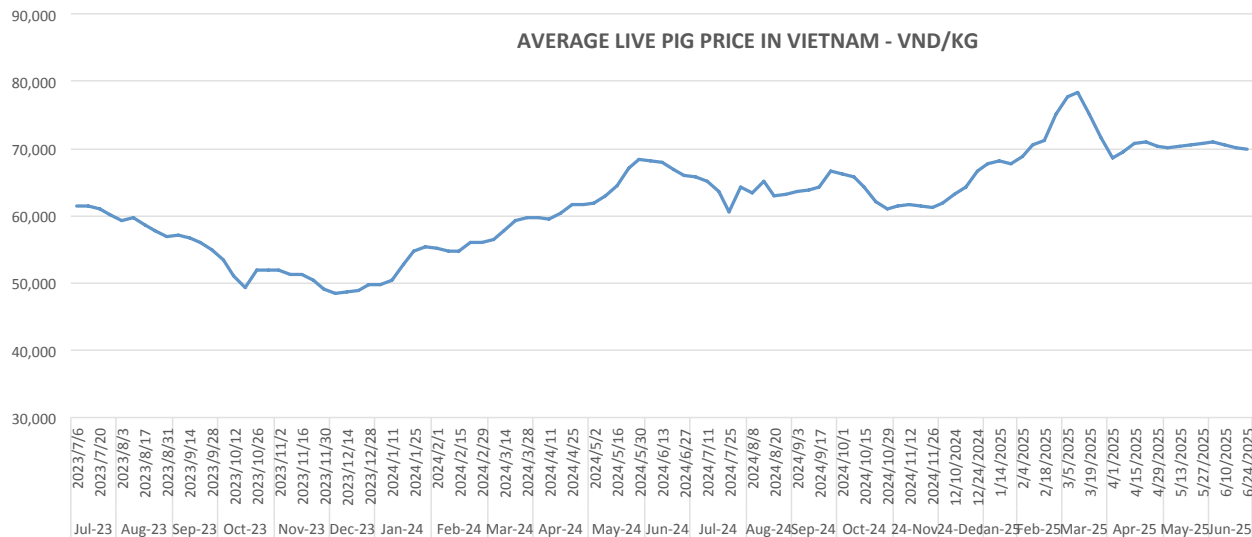
Overall, during the first four months of 2025, total import turnover of this commodity group exceeded USD 1.57 billion, down 6.9% from the same period in 2024., and biosecurity practices to ensure sustainable and effective production.

Although the total import turnover of animal feed in April showed a slight recovery compared to the previous month, the sharp year-on-year decline indicates that domestic demand continues to be affected by several factors, including high production costs, large inventories, and sluggish consumption. (Source: aviNews, 10<sup>th</sup> June 2025)



## Live pig price in June 2025

Vietnam average pig prices was VND 70,350 per kg in June, 0.1% decrease compared to the previous month and 4.6% higher than the same period last year. (Source: Vietnambiz and anovafeed, June 2025)



## Live piglet price in June 2025

Vietnam average pig prices was VND 2,060, 000 per piglet in June 0.6% increase compared to the previous month and 25.6% higher than the same period last year. (Source: Vietnambiz and anovafeed, June 2025)

