

A Fresh Asian Frontier for Aussie Blueberries

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Australian blueberry growers have something to celebrate! A major milestone has been hit with the signing of a new biosecurity protocol enabling Australian blueberries to be exported to Vietnam for the first time.

The agreement signed by the Australian Department of Agriculture, Fisheries and Forestry and Vietnam's Plant Production and Protection Department in Hanoi on Thursday 9 October 2025 heralds a new chapter for the Australian blueberry industry who can now access this burgeoning Asian market.

Berries Australia welcomed the new agreement, highlighting that the signing represents significant new export opportunities for Australian blueberry growers.

"Vietnam is a very exciting market for us with an estimated value of \$4million in the first year, growing to approximately \$22million within five years, which would effectively double the industry's current export value."

"Vietnam market access presents a fantastic opportunity for the blueberry industry, as it has a growing middle class who actively seek out high-quality imported fresh fruit. Vietnamese consumers have a well-established preference for branded premium fruit with exceptional freshness and flavour aligning perfectly with Australia's reputation for superior blueberry production."

Australian blueberry production has seen significant growth over the last 25 years from \$24million to \$505million, however most produce is consumed domestically so this will be a game changer for the sector. Access to Vietnam offers Australian growers the opportunity to showcase their ultra-premium berries to an entirely new audience.

The Australian Blueberry industry would like to thank the Australian government for their efforts in negotiating this protocol in a timely fashion and looks forward to visiting Vietnam in the coming months as the first Australian fruit hits the market.

The Vietnamese consumer is rapidly evolving, shaped by a dynamic mix of economic growth, a young population, urbanisation, and increasing digital adoption.

Vietnam Key Market Insights

YOUNG AND URBANISING: Over 50% of the population is under 35, and urban areas are expanding quickly

GROWING MIDDLE CLASS: Vietnam has one of Southeast Asia's fastest-growing middle classes, expected to reach 50 million by 2030

VALUE-CONSCIOUS: Consumers seek good value for money and are price-sensitive, but are willing to pay more for quality, health, and trusted brands

BRAND-AWARE: Brand reputation and product origin matter - Korean, Japanese, and Western brands are often seen as premium

SHIFT TO PREMIUM: As income grows, consumers increasingly opt for premium products, especially in food, beauty, and technology

TECH-SAVVY: High smartphone penetration and social media usage (Facebook, Zalo, TikTok) influence purchasing decisions

HEALTH-CONSCIOUS: There's growing demand for organic, natural, and functional foods, especially among urban consumers

To download the Export Market Factsheet about Vietnam including demographics, economy, political environment, consumer profile, trade data, supply chains, and future opportunities for berry exporters, visit the Resource Library at bit.ly/BA-RL and search "Vietnam"

Grower Resources

For growers who are interested in exporting to Vietnam, please make sure you understand the process, the protocol requirements and the timelines.

If you haven't already done so, join the Export Hub at bit.ly/BA-Export where you'll find everything from Export Action Plans to useful links.

Check out these links for important information to get you started.

Export Process for Protocol Markets

Provided by Head of Trade Jenny Van de Meeberg, this Process Map helps to explain what is required for exporting to Protocol Markets

Download from the Export Hub or Resource Library



2025-53: Horticulture – New market access for blueberries to Vietnam

This Industry Advice Notice is to advise of new protocol requirements for the export of blueberries to Vietnam. www.agriculture.gov.au/biosecurity-trade/export/controlled-goods/plants-plant-products/ian/2025/2025-53

Micor: Manual of Importing Country Requirements

This website sets out the known requirements that exporters and the Department of Agriculture, Fisheries and Forestry must meet for products and commodities to be accepted for import into specific overseas countries micor.agriculture.gov.au

Berries Australia Export Registration System

All businesses wishing to export berries are required to be registered through this system prior to any activity commencing

berry.exports-online.com/login



Australian Government
Department of Agriculture,
Fisheries and Forestry