

# Vietnam sees strong U.S. fruit demand despite tariffs



Dang Phuc Nguyen, general secretary of the Vietnam Fruit and Vegetable Association, noted that the recent 46% tariffs announced by the U.S. on imports from Vietnam are unlikely to impact fruits and vegetables. The U.S. continues to be a net importer of these products.

In 2024, Vietnam exported \$360 million in fruits and vegetables to the U.S., while imports from the U.S. amounted to \$540 million. In the first quarter of this year, Vietnam's imports from the U.S. were valued at \$160 million.

"American consumers increasingly favor Vietnamese agricultural products due to their improved reputation and quality," Nguyen stated, highlighting the potential of the U.S. market for the current year and beyond. However, he pointed out that Vietnam's limited deep-processing capabilities restrict its competitiveness in markets with high standards such as the E.U., U.S., and South Korea, where there is a strong demand for processed products.

Industry experts remain optimistic about Vietnam's target of \$8 billion in fruit and vegetable exports this year. They stress that achieving this objective depends on enhancing quality standards and complying with international regulations.

In the first quarter, China, the largest buyer, purchased \$521 million of fruits and vegetables from Vietnam, a decrease of 27%. This decline is attributed to China's stricter quarantine rules, including new requirements for durians. Additionally, logistics disruptions and rising transportation costs have caused delays in shipments.

Source: [VNExpress](#)

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