

EXPORT OPPORTUNITIES IN VIETNAM

India's export potential to Vietnam is strong and growing, with bilateral trade reached over USD 15 billion in 2024-25,

The most profitable export businesses generally focus on high-demand, value-added products such as **pharmaceuticals, specialty spices, organic foods, textiles, and engineering goods**. Specifically, specialized niche products like Ayurvedic wellness products offer high margins (35–50%), while spices, processed foods, and textiles offer consistent, substantial returns.

Pharmaceuticals :: Strong liaison is required to avoid rejection, as told by a CIPLA distributor.

Engineering Goods :: Since Vietnam is primarily agri based economy, hence potential for harvesting machines and tractors are immense.

Textiles :: Indian manufacturers are focussing on USA & EU market for higher profit and UAE for low cost of operation and high demand. Both India and Vietnam having presence in the textile industry can explore ways of complimenting with each other rather than competing with each other.

Leather items :: Very high demand for leather items. Can be explored as I know Calcutta base leather items manufacturers.

Spices :: Vietnamese want readymade Spices and not whole materials. This can be organised from Maharashtra and WB market. This is a low profile but high volume business.

Due to political unrest in Bangladesh, Textiles and leather items are very lucrative & are the biggest opportunities now. Spices have an all seasons demand and huge market.

Machinery manufacturers can explore Vietnam demand for agriculture harvesting products which are presently dominated by cheap Low quality Chinese products.

Rn/Exportoppinvietnam/ar