

Volume: Jan-2025



MONTHLY REPORT ON AGRI-PRODUCT EXPORT

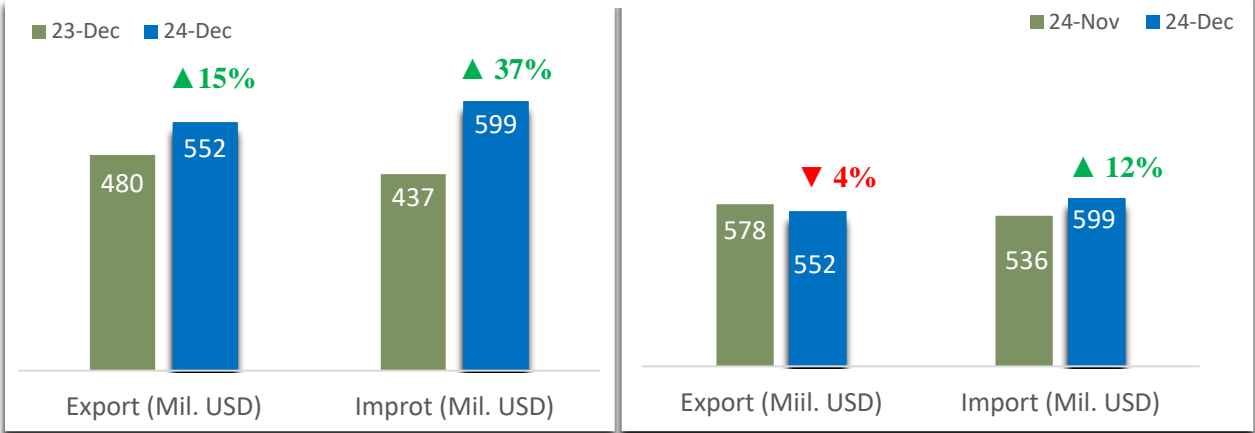
FROM VIETNAM TO ASEAN MARKET

Prepared by: **AGRO@NFO**

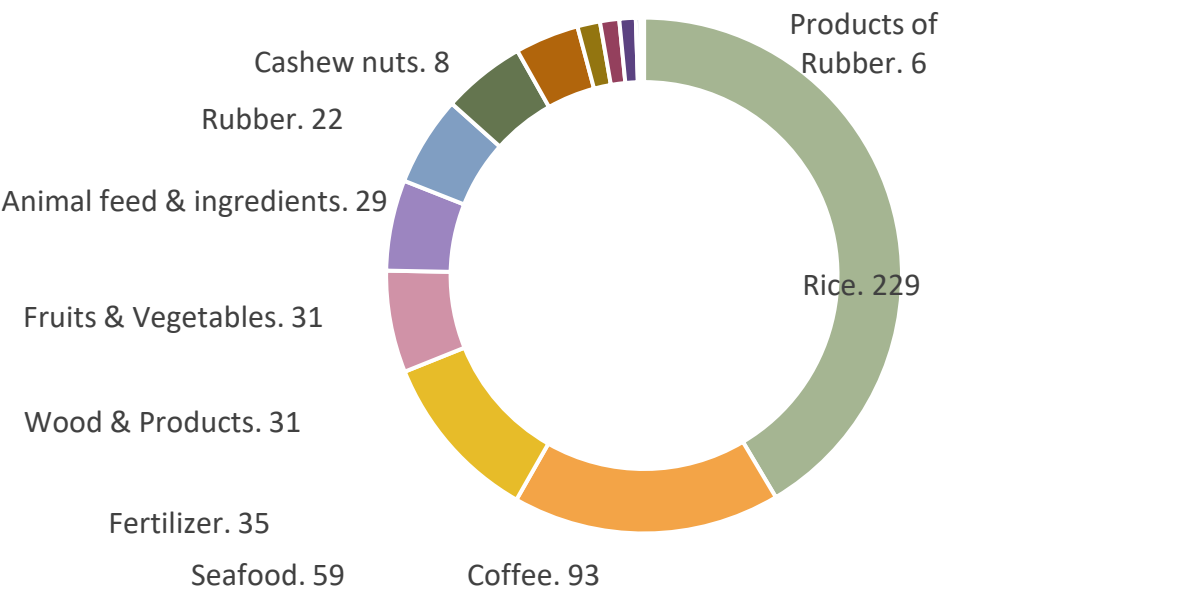


THE SITUATION OF AGRO-FORESTRY-FISHERY (AFF) PRODUCT EXPORT FROM VIETNAM TO THE ASEAN IN DECEMBER 2024

AFF products Import- Export turnover between
Vietnam - ASEAN, Dec-2024

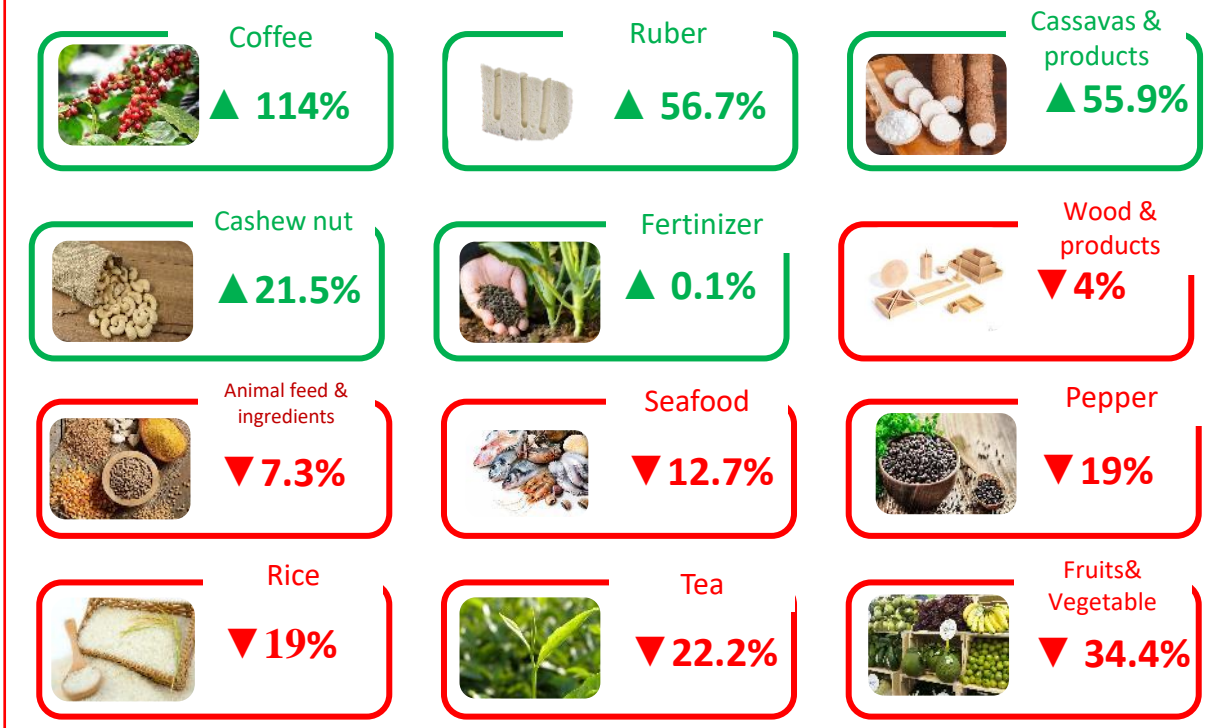


AFF key product export value to the ASEAN, Dec-2024

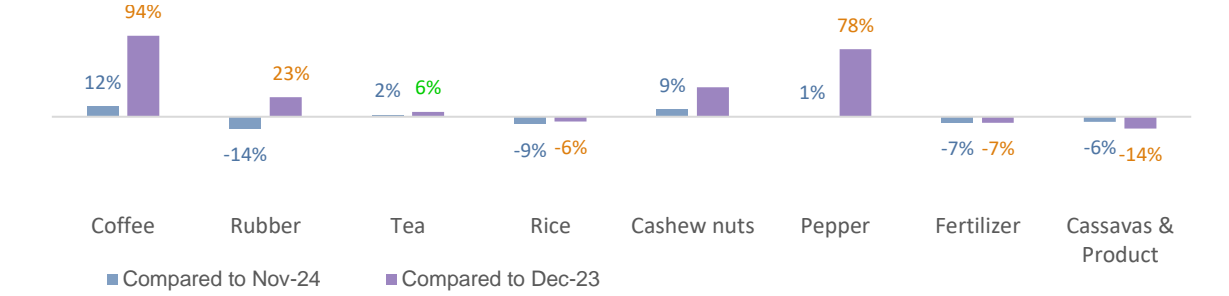


Source: Calculated from data of the General Department of Customs Unit: Mil.USD

Changes in key product export value
to the ASEAN in Dec-2024 compared to Nov-2024



Change in average export value of key AFF products
to the ASEAN in Dec-2024 compared to Dec-2023, and Nov-2024



SPOTLIGHT

Indonesia and Japan Sign Bilateral Agreement for Carbon Trading



Indonesia and Japan Sign Bilateral Agreement for Carbon Trading

In January 2025, Indonesia and Japan signed a Bilateral Agreement on Carbon Trading (MRA) at the COP29 conference. This agreement enables both countries to exchange verified carbon credits to support the implementation of emission reduction commitments under the Paris Agreement. Indonesia aims to participate in the international carbon market, while Japan seeks to achieve its carbon emission reduction target by 2050.



According to MRA, Indonesia and Japan will recognize carbon credits from verified greenhouse gas emission reduction projects. These credits can be traded between entities in both countries to fulfill their Nationally Determined Contributions (NDCs). The agreement includes mechanisms to prevent double counting, ensure transparency, and maintain environmental integrity..

Source: aseanbriefing.com

Halal Industry: Opportunities in Southeast Asia's Economic Powerhouses



Halal Industry: Opportunities in Southeast Asia's Economic Powerhouses

The Halal* industry in ASEAN is rapidly expanding, including food, fashion, pharmaceuticals, and tourism. With a large Muslim population, Indonesia represents a major consumer market, while Malaysia leads in Halal certification and Islamic finance. Thailand focuses on Halal food production and tourism. Each ASEAN country adopts distinct strategies reflecting cultural, economic, and policy differences to promote the sustainable development of the Halal industry.

Source: aseanbriefing.com

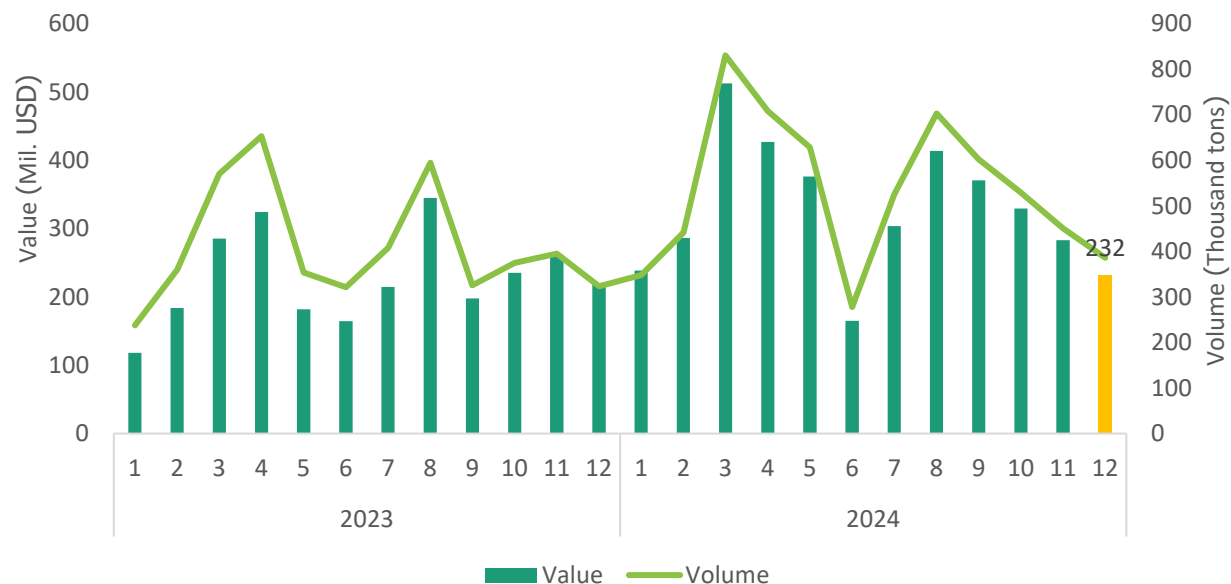
** The Halal industry includes products and services that are produced in accordance with Halal principles.*



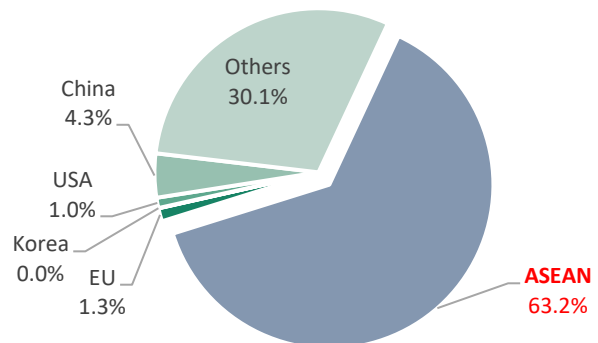


RICE

Export volume and value of rice the ASEAN, Dec-2024



Percentage of export value the ASEAN, Dec-2024



Export results the ASEAN, Dec-2024

VALUE
231.7 Mil.USD

↘ Decrease **18.2%** compared to Nov-2024

↗ Increase **5.8%** compared to Dec-2023

↗ **4.1 Mil.USD** more than the monthly average rate in 2023

♦ The total exported value in 2024 reached **3.9 Bil. USD**, and the rate is **144.3%** of the total in 2023.

VOLUME
385.8 Thousand tons

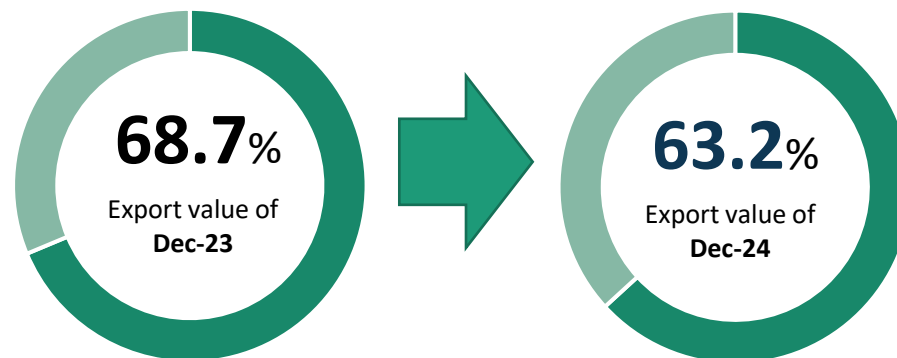
↘ Decrease **14.3%** compared to Nov-2024

↗ Increase **19.2%** compared to Dec-2023

↘ **24.0 Thousand tons** less than the monthly average rate in 2023

♦ The total exported value in 2024 reached **6.4 Bil. tons**, and the rate is **130.8%** of the total in 2023.

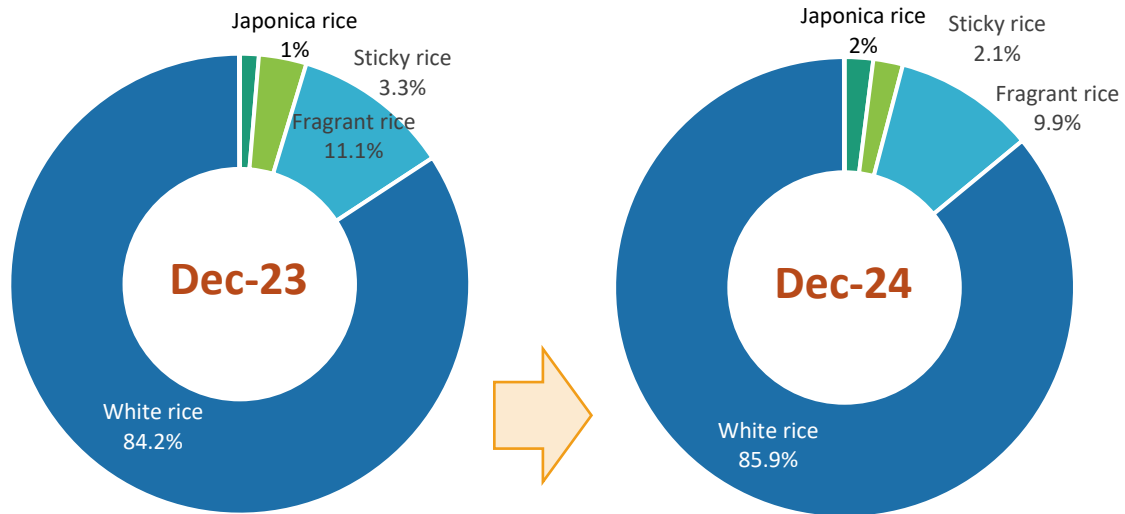
Changes in the percentage of export value the ASEAN, Dec-2024



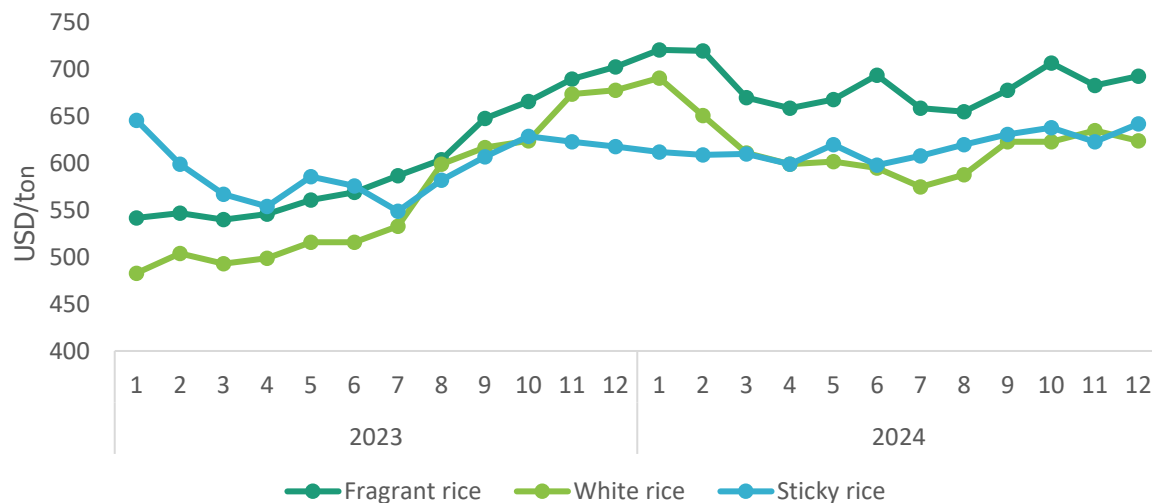


RICE

Structure of exports by products to ASEAN, Dec-2024



Average export price to ASEAN, Dec-2024



Export results to ASEAN, Dec-2024



White rice

Value: **199.1** Mil.USD
Decrease **16%** compared to Nov-2024
Increase **8%** compared to Dec-2023



Fragrant rice

Value: **23** Mil.USD
Decrease **24%** compared to Nov-2024
Decrease **5%** compared to Dec-2023



Sticky Rice

Value: **4.8** Mil.USD
Decrease **52%** compared to Nov-2024
Decrease **34%** compared to Dec-2023

Sticky rice

The average export price in Dec-24 is **642** USD/ton; Increase **3%** compared to the previous month; and increase **4%** compared to the same month of 2023.

Fragrant rice

The average export price in Dec-24 is **693** USD/ton; Increase **2%** compared to the previous month; and decrease **1%** compared to the same month of 2023.

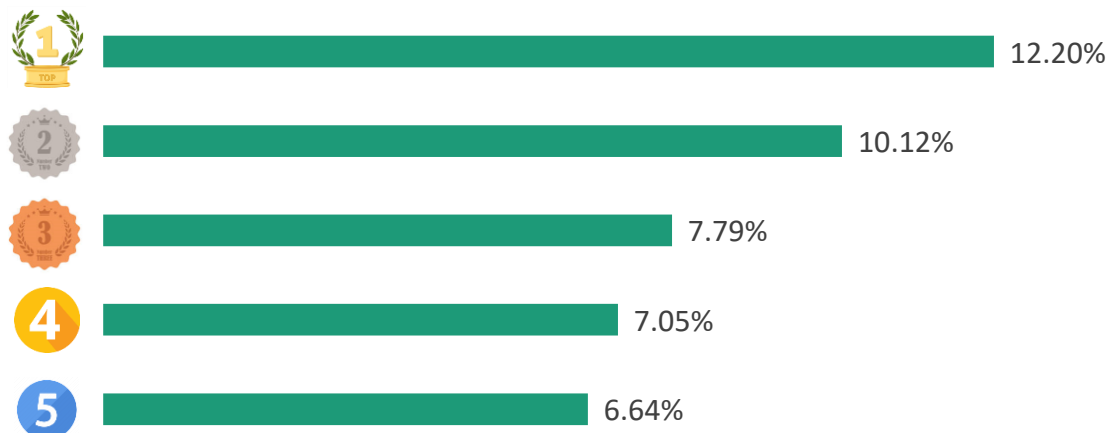
White rice

The average export price in Dec-24 is **624** USD/ton; Decrease **2%** compared to the previous month; and decrease **8%** compared to the same month of 2023.

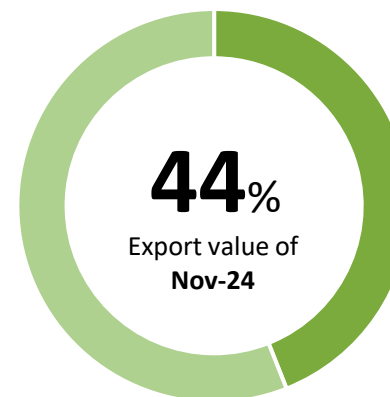


RICE

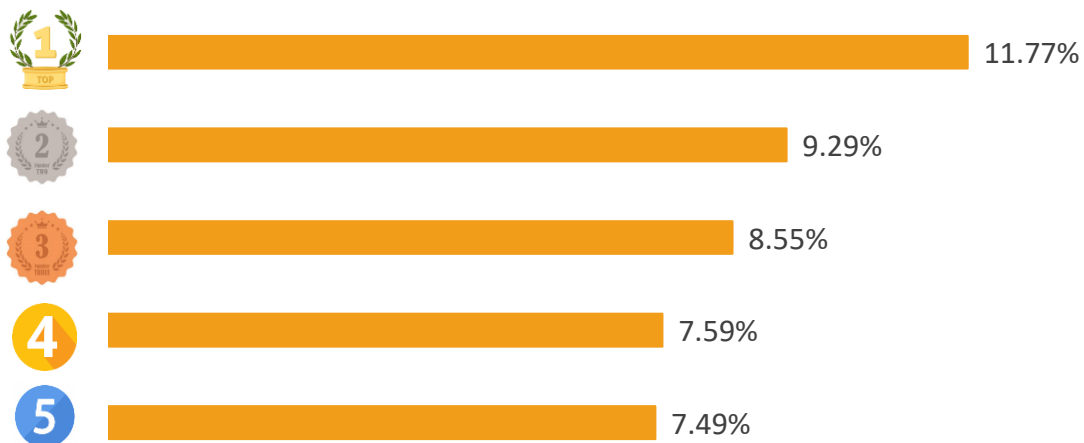
Top 5 export enterprises by value to ASEAN, Dec-2024



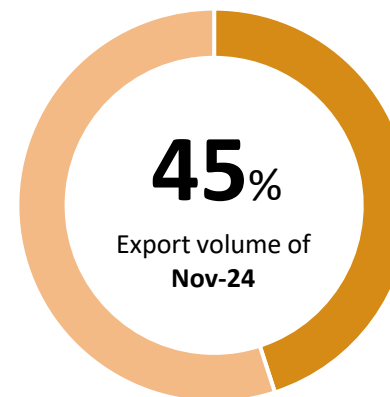
Value ratio of Top 5 export enterprise to ASEAN, Dec-2024



Top 5 export enterprises by volume to ASEAN, Dec-2024



Volume ratio of Top 5 export enterprise to ASEAN, Dec-2024





RICE

SPOTLIGHT

01

In 2024, Thailand exported nearly 10 million tons of rice, surpassing its target by almost 1 million tons and generating revenue of 225 billion baht (approximately USD 6.43 billion), a 27% increase compared to the previous year.

White rice was the main export product, with a total volume of 5.99 million tons, reflecting a 23% rise from 2023 and accounting for 60% of Thailand's total rice exports. Other key export products included Thai Hom Mali rice (1.74 million tons), parboiled rice (1.27 million tons), Thai fragrant rice (630,000 tons), glutinous rice (300,000 tons), and brown rice (20,000 tons).

Thailand also expanded its rice exports across most global regions. Exports to Africa reached 3.37 million tons (+35%), Asia 3.33 million tons (-8%), to Americas 1.34 million tons (+33%), to Middle East 1.34 million tons (+16%), to Europe 300,000 tons (+3%), and to Oceania 270,000 tons (+35%). Among export markets, Indonesia remained Thailand's largest rice importer, purchasing 1.33 million tons, which accounted for 13% of Thailand's total rice exports. Other major markets included Iraq with 1 million tons (+18%), the United States with 850,000 tons (+20%), South Africa with 830,000 tons (-7%), and the Philippines with 620,000 tons (+48%).

Source: Bnews.vn

02

Thai small and medium-sized enterprises (SMEs) can now obtain a rice export license within 30 minutes, compared to three-day previously. This initiative, introduced by the Department of Foreign Trade under the Ministry of Commerce, aligns with the government's policy to support farmers and rice traders classified as SMEs, ensuring they can freely export rice worldwide. The Ministry of Commerce is also considering additional measures to promote rice exports, including reducing mandatory domestic stock requirements for rice exporters and lowering export licensing fees.

Source: Tuoitre.vn





LÚA GẠO

SPOTLIGHT



According to the Cambodia Rice Federation (CRF), in 2024, 57 Cambodian rice companies export rice to 68 countries and territories. Among them, 26 EU countries imported 327,156 tons of rice, valued at USD 253.18 million, while China imported 117,925 tons worth USD 75.66 million. ASEAN members imported 127,076 tons of Cambodian rice, amounting to USD 92.7 million. Additionally, 32 other markets, including Africa, the Middle East, the Americas, and Oceania, imported 79,365 tons of rice, generating USD 69.54 million in revenue.

Fragrant rice accounted for the largest share of Cambodia's rice exports, representing 76.15% of total export value, followed by white rice (18.7%), parboiled rice (3.1%), organic rice (1.78%), and other rice varieties (0.27%). In addition to exporting milled rice, Cambodia also exported 5.1 million tons of paddy rice, generating approximately USD 1.49 billion.

Source: Mekongasean.vn



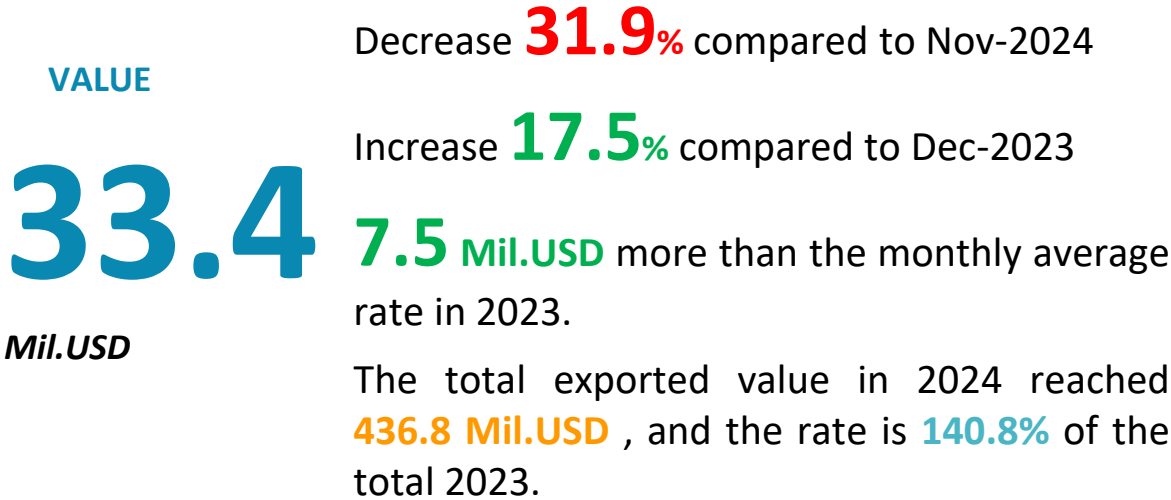


FRUITS AND VEGETABLES (EXPORT)

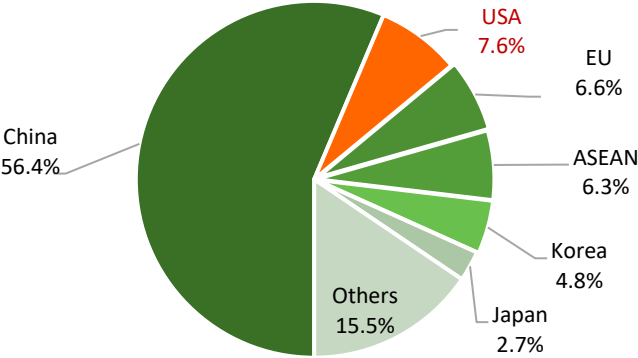
Export value to the ASEAN, Dec-2024



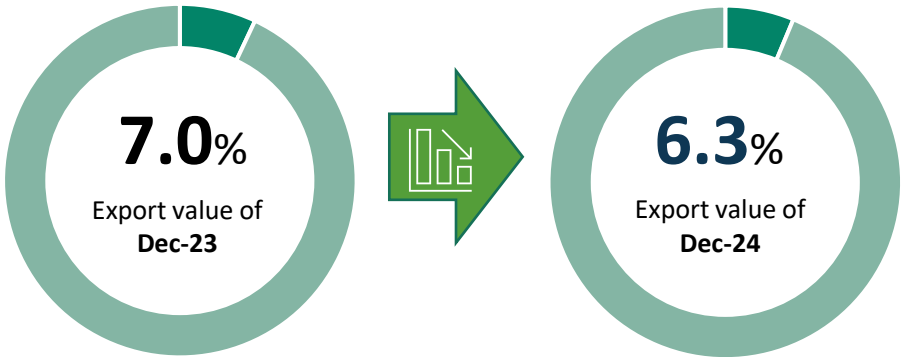
Export results to the ASEAN, Dec-2024



Percentage of export value to the ASEAN, Dec-2024



Changes in percentage of export value to the ASEAN, Dec-2024

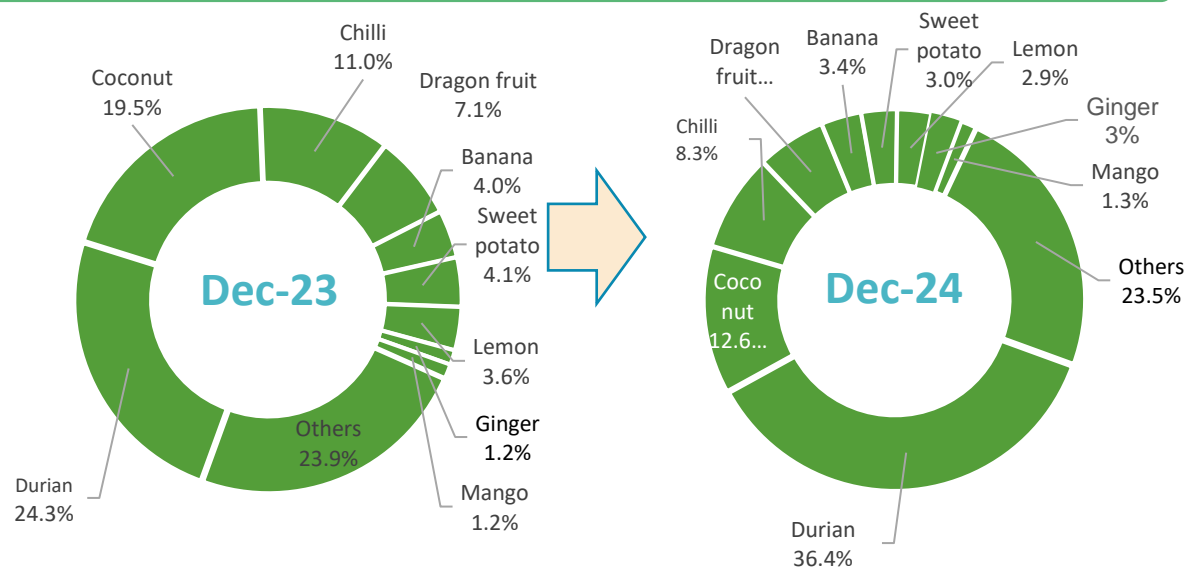


Source: Calculated from data of the General Department of Customs



FRUITS AND VEGETABLES (EXPORT)

Structure of exports by products to the ASEAN, Dec-2024



Export results to the ASEAN, Dec-2024



Durian

Value: **12.2** Mil.USD

Decrease **56.1%** compared to Nov-2024

Increase **76.3%** compared to Dec-2023



Coconut

Value: **4.2** Mil.USD

Decrease **0.7%** compared to Nov-2024

Decrease **24.4%** compared to Dec-2023



Chilli

Value: **2.8** Mil.USD

Decrease **19.9%** compared to Nov-2024

Decrease **11.1%** compared to Dec-2023



Dragon fruit

Value: **1.96** Mil.USD

Increase **10.7%** compared to Nov-2024

Decrease **3.2%** so compared to Dec-2023



Banana

Value: **1.1** Mil.USD

Increase **9.6%** compared to Nov-2024

Increase **0.9%** compared to Dec-2023



Sweet potato

Value: **1.0** Mil.USD

Decrease **9.4%** compared to Nov-2024

Decrease **13.7%** compared to Dec-2023



Lemon

Value: **0.9** Mil.USD

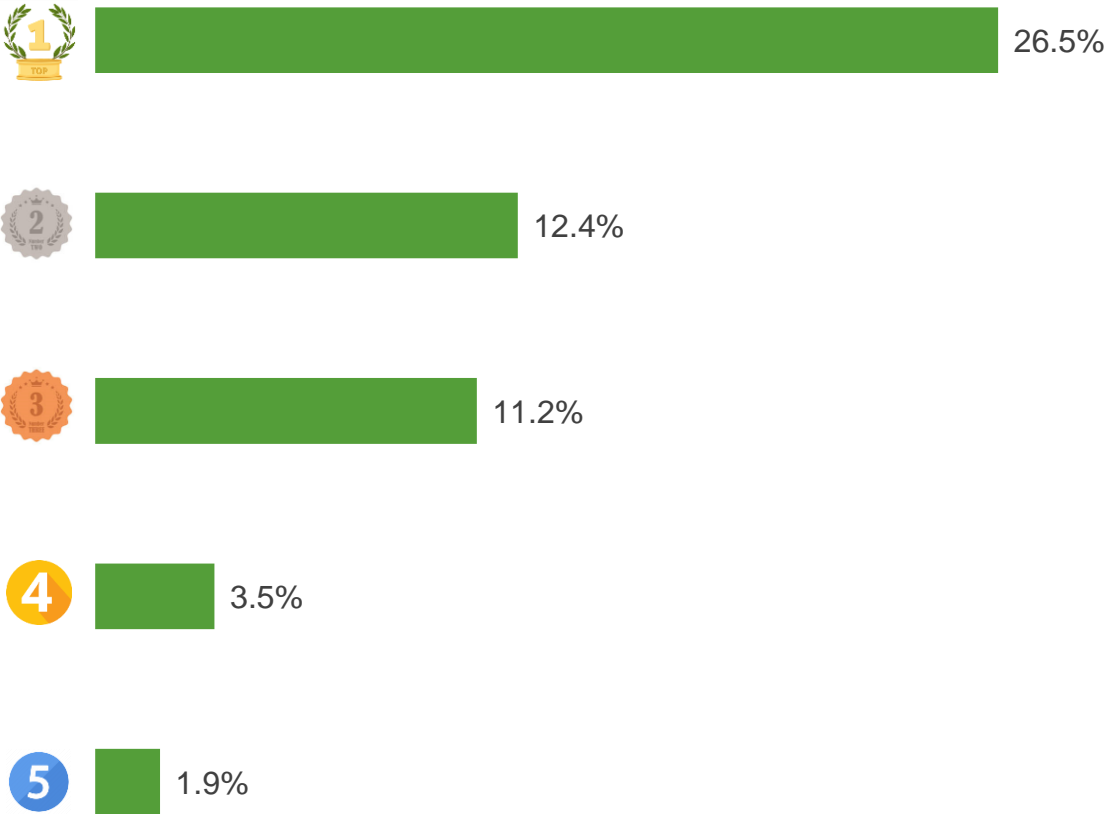
Increase **13.8%** compared to Nov-2024

Decrease **6.7%** compared to Dec-2023

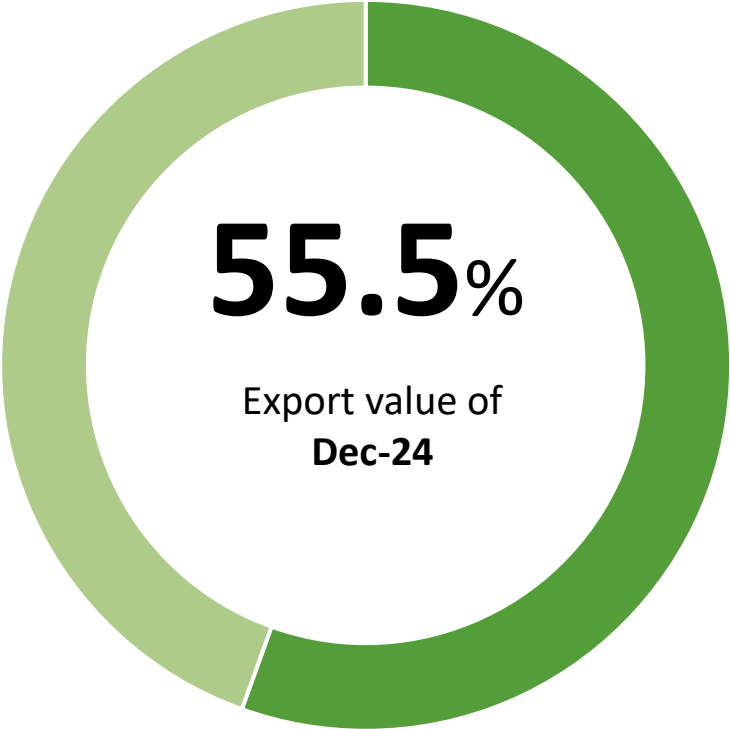


FRUITS AND VEGETABLES (EXPORT)

TOP5 export enterprises by value to the ASEAN, Dec-2024



Value ratio of TOP 5 export enterprises to the ASEAN, Dec-2024



Source: Calculated from data of the General Department of Customs



FRUITS AND VEGETABLES (IMPORT)

Import value from the ASEAN, Dec-2024



Import results from the ASEAN, Dec-2024

Value



33.4

Mil.USD

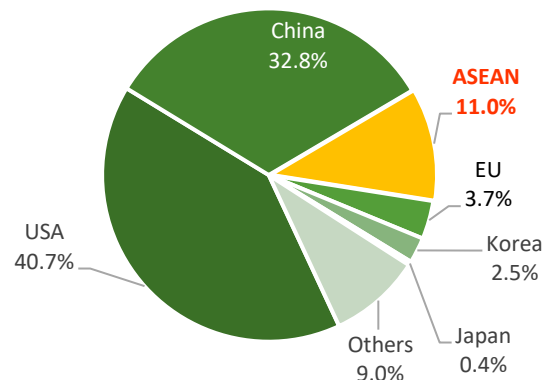
Increase **29.9%** compared to Nov-2024

Increase **91.8%** compared to Dec-2023

14.1 Mil.USD more than the monthly average rate in 2023

The total exported value in 2024 reached **309.2 Mil.USD**, and the rate is **133.7%** of the total 2023.

Percentage of import value from the ASEAN, Dec-2024



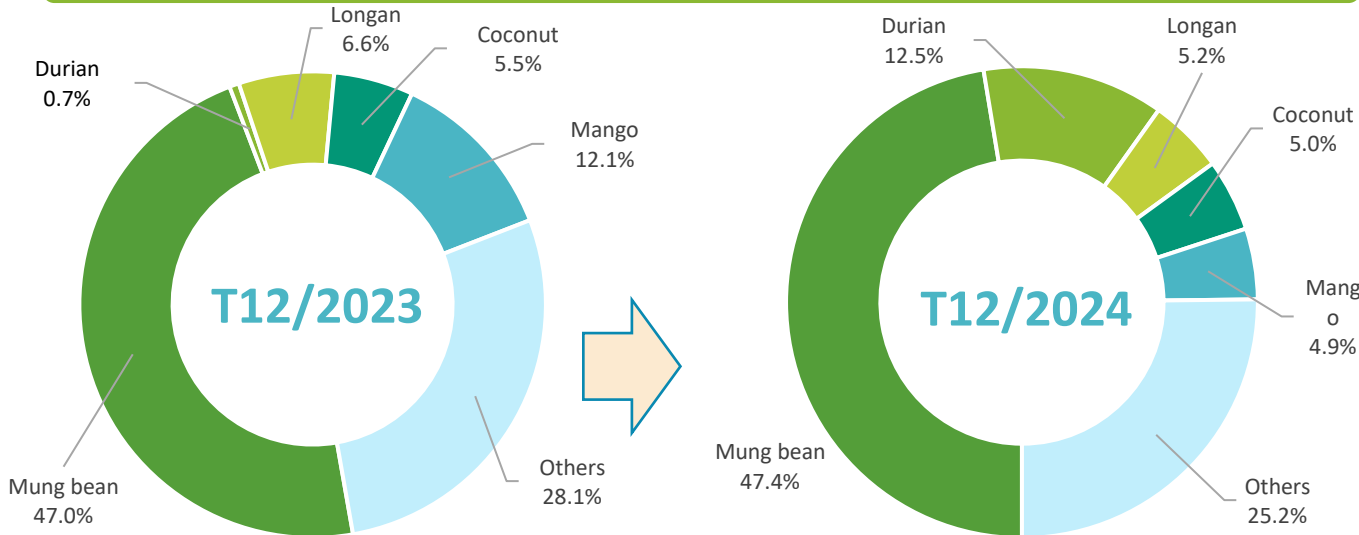
Changes in percentage of import value from the ASEAN, Dec-2024





FRUITS AND VEGETABLES (IMPORT)

Structure of imports by products from the ASEAN, Dec-2024



Import results from the ASEAN, Dec-2024



Mung bean

Value: **15.8** Mil.USD
Increase **91.7%** compared to Nov-2024
Increase **93.4%** compared to Dec-2023



Durian

Value: **4.2** Mil.USD
Increase **36.6%** compared to Nov-2024
35.5 times compared to Dec-2023



Longan

Value: **1.7** Mil.USD
Decrease **11.9%** compared to Nov-2024
Increase **49.4%** compared to Dec-2023



Coconut

Value: **1.7** Mil.USD
Decrease **41.2%** compared to Nov-2024
Increase **72.2%** compared to Dec-2023



Mango

Value: **1.6** Mil.USD
Decrease **47.3%** compared to Nov-2024
Decrease **23.0%** compared to Dec-2023

Source: Calculated from data of the General Department of Customs



Thai Durian Rejected by China Due to Lack of Quality Inspection Report Under New Regulations

On January 11, 2025, a shipment of Thai durians was denied entering into China due to lack of a quality inspection report required under newly implemented regulations. Chinese ports have tightened inspections on durians, enforcing mandatory quality checks with inspection periods ranging from 2 to 14 days, depending on the region. In response, Thailand also announced on enhancing monitoring of chemical usage in durian production for export to China.

Source: Vietnambiz.vn

Thai Prime Minister Visits China to Resolve Durian Trade Issues

The Thai Prime Minister will visit China from February 5 to 8, 2025, and meet Chinese President Xi Jinping and Premier Li Qiang. As part of the agenda, Thailand's Minister of Agriculture and Cooperatives will discuss on durian trade issues with China's General Administration of Customs (GACC).

Thailand aims to build trust in its fruit exports, particularly durians, through these negotiations. Additionally, both two countries seek to establish agreed-upon quarantine measures, including a mutually recognized list of laboratories authorized to test for cadmium and Auramine O (also known as Basic Yellow 2 - BY2).

Source: Nongnghiep.vn



Philippines' Banana Import Tariffs to South Korea to Be Eliminated Within Five Years.

The tariff on Philippine banana exports to South Korea has been reduced by 6% on December 31, 2024, following the implementation of the Free Trade Agreement between the two countries. Currently, South Korea imposes a 30% import tariff on bananas from the Philippines, which will be gradually reduced to 0% over the next five years. Additionally, processed pineapples from the Philippines, which are subject to a 36% tariff, will undergo a similar reduction.

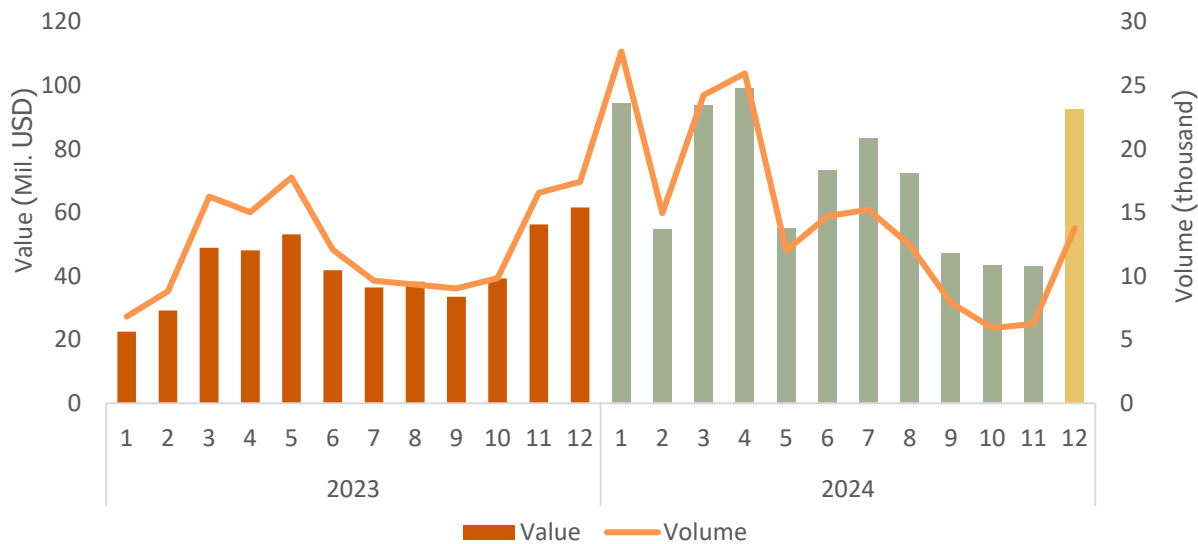
Source: wto.vn





COFFEE

Export volume and value to the ASEAN, Dec-2024



Export results to the ASEAN, Dec-2024

VALUE

92.6 Mil.USD

↗ Increase **114%** compared to Nov-2024

↗ Increase **50.3%** compared to Dec-2023

↗ **50.2** Mil.USD more than the monthly average rate in 2023

❖ The total exported value in 2024 reached **852.1** Mil.USD, and the rate is **167.5%** of the total in 2023.

VOLUME

6.2 Thousand tons

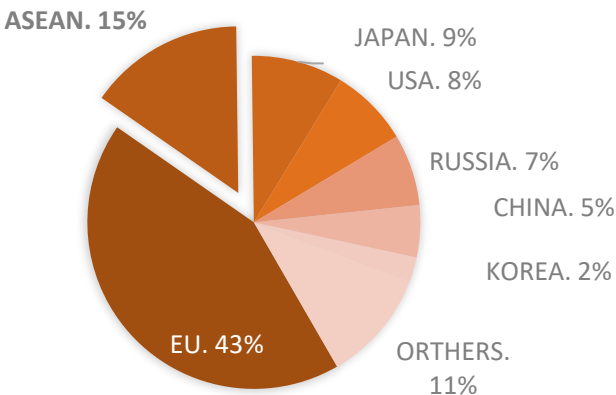
↗ Increase **120%** compared to Nov-2024

↘ Decrease **20.9%** compared to Dec-2023

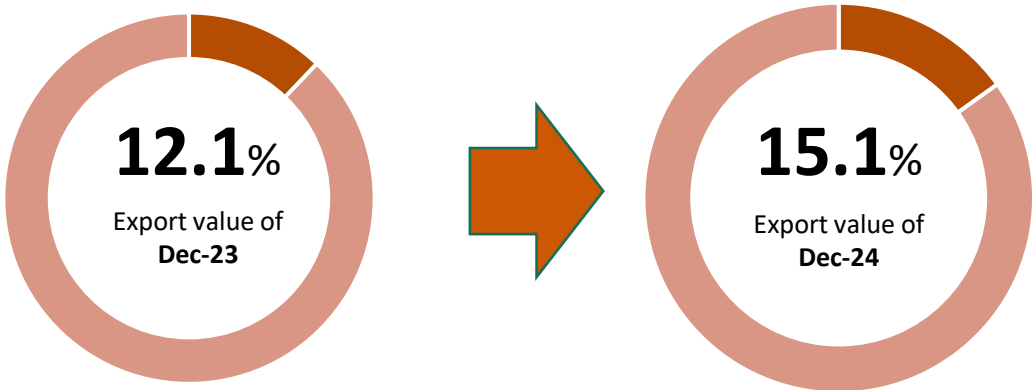
↗ **1.4** Thousand tons more than the monthly average rate in 2023

❖ The total exported volume in 2024 reached **181** Thousand tons, and the rate is **121.9%** of the total in 2023.

Percentage of export value to the ASEAN, Dec -2024

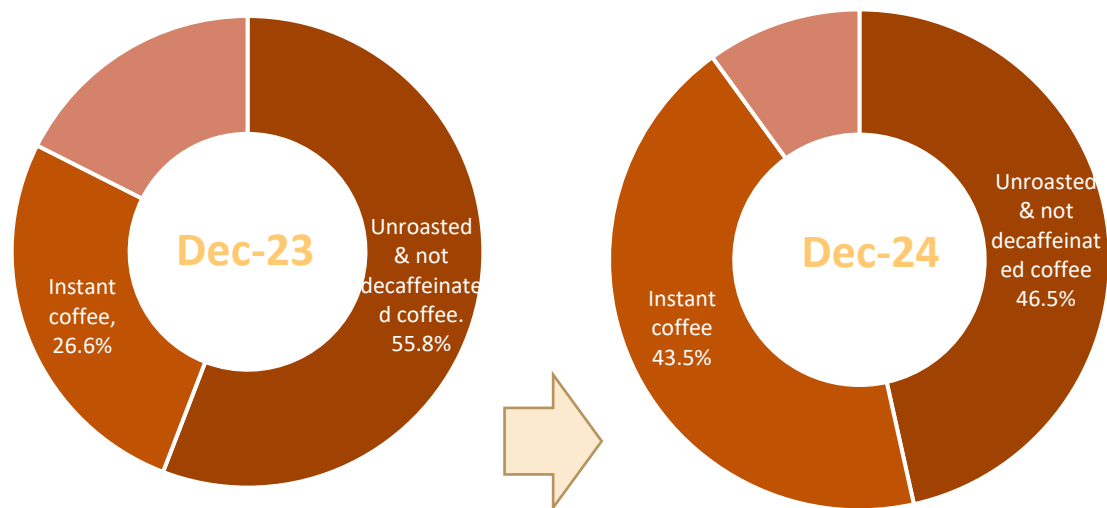


Changes in percentage of export value to the ASEAN, Dec -2024

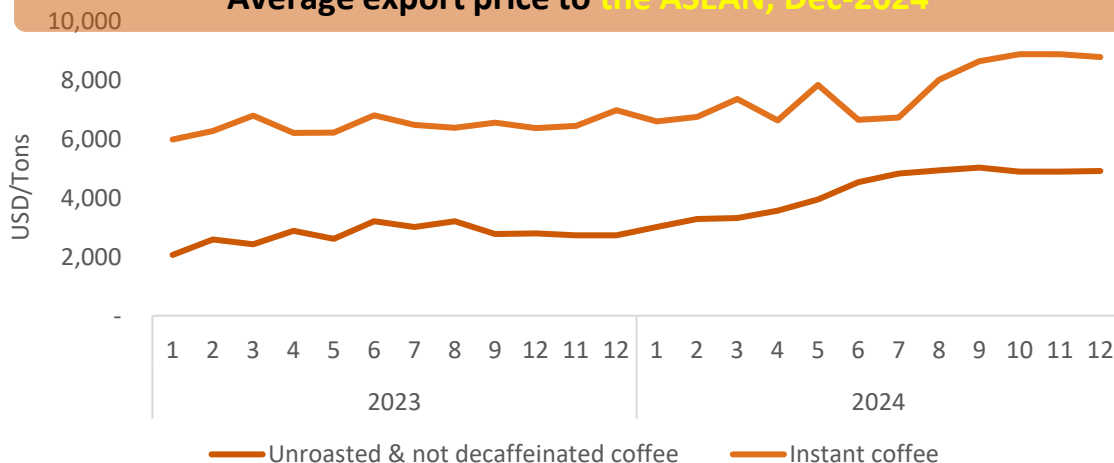


COFFEE

Structure of exports by products to the ASEAN, Dec-2024



Average export price to the ASEAN, Dec-2024



Source: Calculated from data of the General Department of Customs

Export results to the ASEAN, Dec-2024



Unroasted & not decaffeinated coffee

Value: **43.2** Mil.USD

Increase **188** compared to Nov-2024

Increase **28.5%** compared to Dec-2023



Instant coffee

Value: **40.4** Mil.USD

Increase **92.2%** so compared to Nov-2024

Increase **152%** compared to Dec-2023



Others

Value: **8.2** Mil.USD

Increase **31.2%** compared to Nov-2024

Decrease **16.1%** compared to Dec-2023

Instant coffee

The average export price in Dec-24 is **8.779** USD/ton; Decrease **1.1%** compared to the previous month, and increase **35%** compared to the same month of 2023.

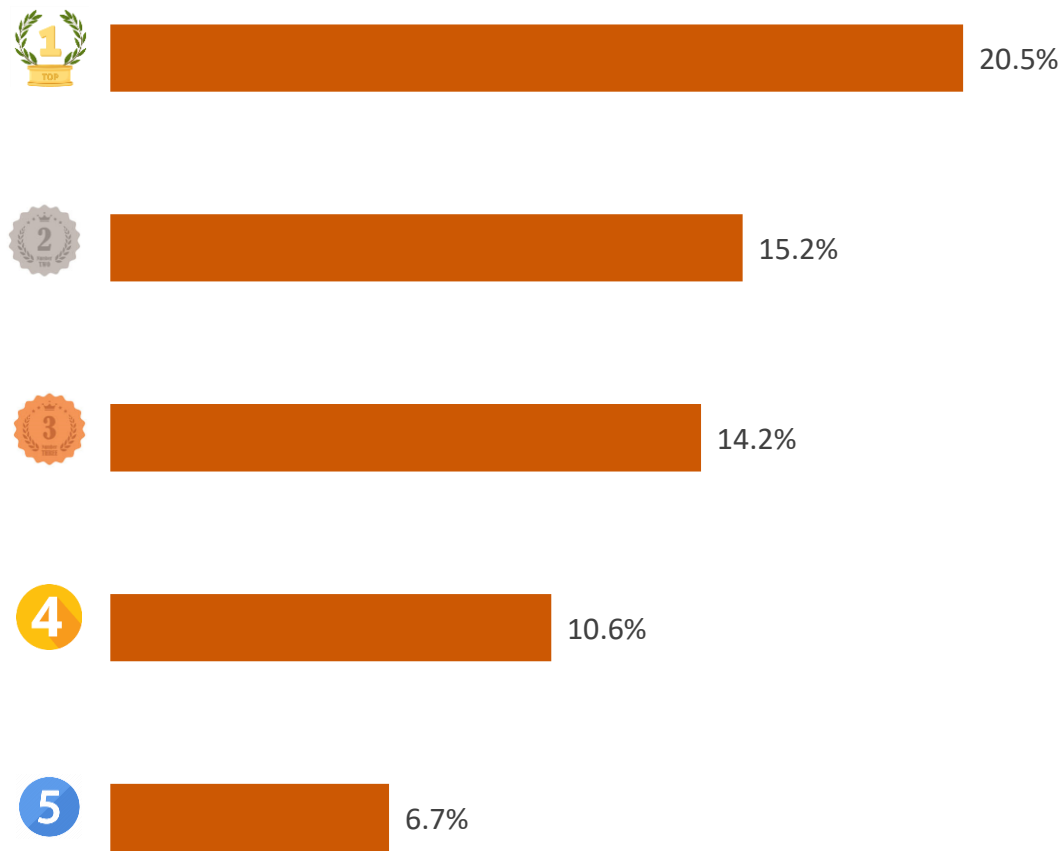
Unroasted & not decaffeinated coffee

The average export price in Dec-24 is **4.913** USD/ton; Increase **0.4%** compared to the previous month, and increase **79.7%** compared to the same month of 2023.

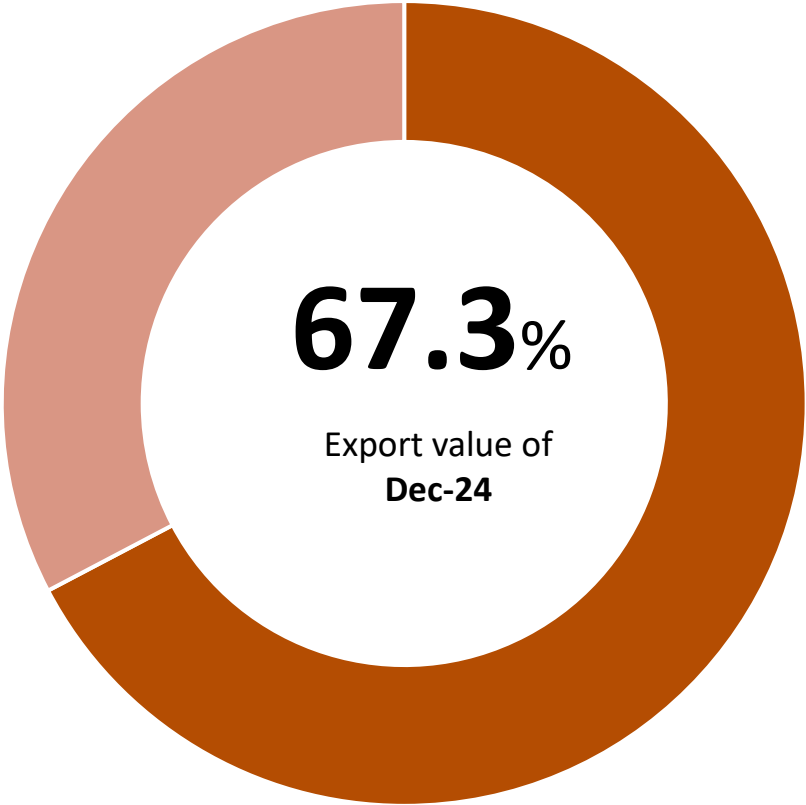


COFFEE

TOP 5 export enterprises by value to the ASEAN, Dec-2024



Value ratio of TOP 5 export enterprises to the ASEAN, Dec-2024



Source: Calculated from data of the General Department of Customs



Coffee Consumption in ASEAN in 2025

According to Statista, the ASEAN coffee market is projected to reach a total revenue of USD 34.57 billion in 2025, with revenue from at-home consumption (supermarkets, convenience stores) of USD 8.80 billion, while revenue from out-of-home consumption (restaurants, bars) will reach USD 25.77 billion. Revenue from at-home consumption is expected to grow at 3.81% annually from 2025 to 2029. These figures indicate a stable growth trend in the ASEAN coffee market, particularly in the at-home consumption segment.

Source: statista.com (1/2025)





Sumatra Coffee Exports – Indonesia, January 2025

According to the Indonesian government, Sumatra's Robusta coffee exports in January 2025 reached 381,350 bags, marking a 76.52% increase compared to the same period last year. For the first eight months of the 2024/2025 coffee season (from April 2024 to January 2025), total exports amounted to 2.18 million bags, reflecting a 20.64% increase compared to the previous season.

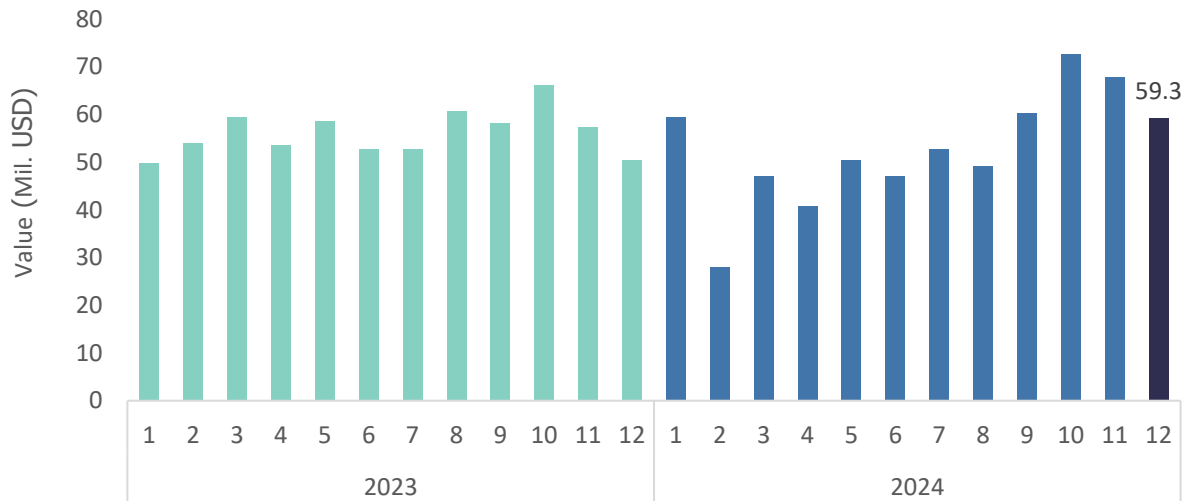
Source: I. & M. Smith (Pty) Ltd (1/2025)





FISHERIES

Export value to the ASEAN, Dec-2024



Export results to the ASEAN, Dec-2024

VALUE



59.3 Mil.USD

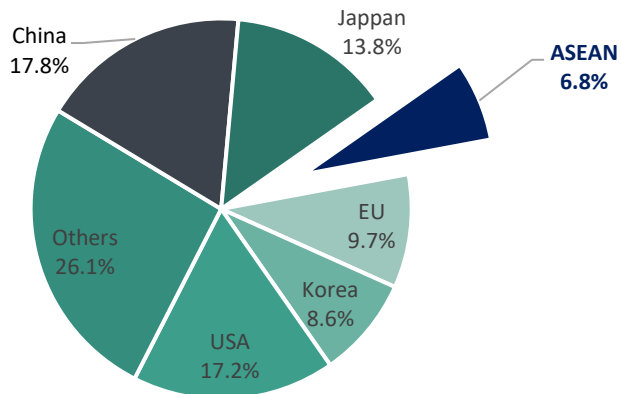
↘ Decrease **12.7%** compared to Nov-2024

↗ Increase **17.8%** compared to Dec-2023

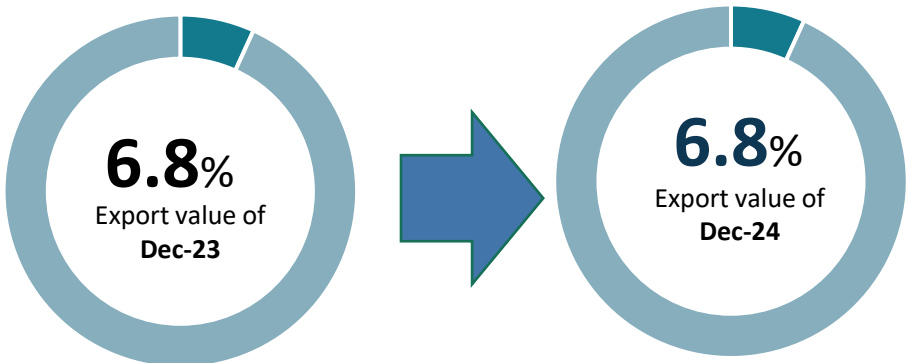
▲ **3.2 Mil.USD** more than the monthly average rate in 2023

◇ The total exported value in 2024 reached **634.7 Mil.USD**, and the rate is **94.2%** of the total 2023.

Percentage of export value to the ASEAN, Dec-2024



Change in percentage of export to the ASEAN, Dec-2024

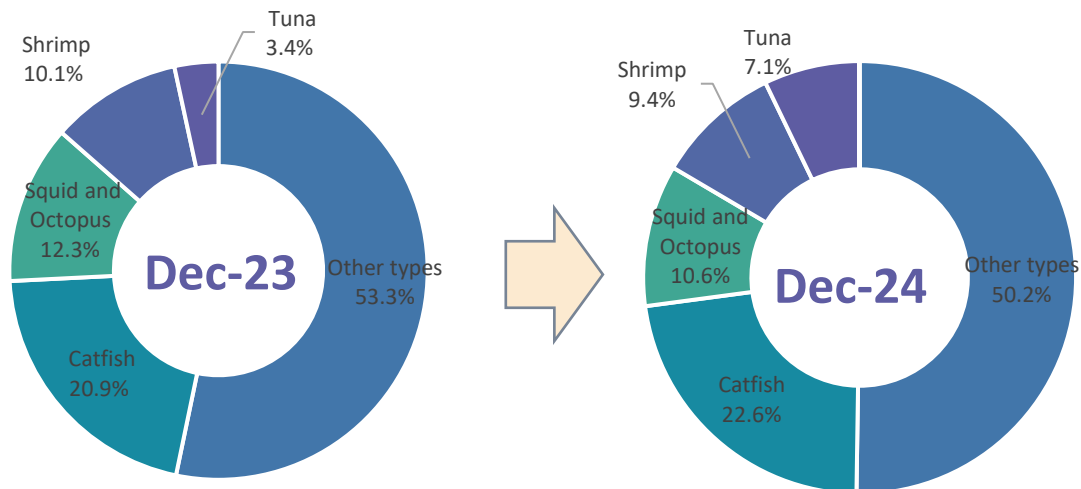


Source: Calculated from data of the General Department of Customs

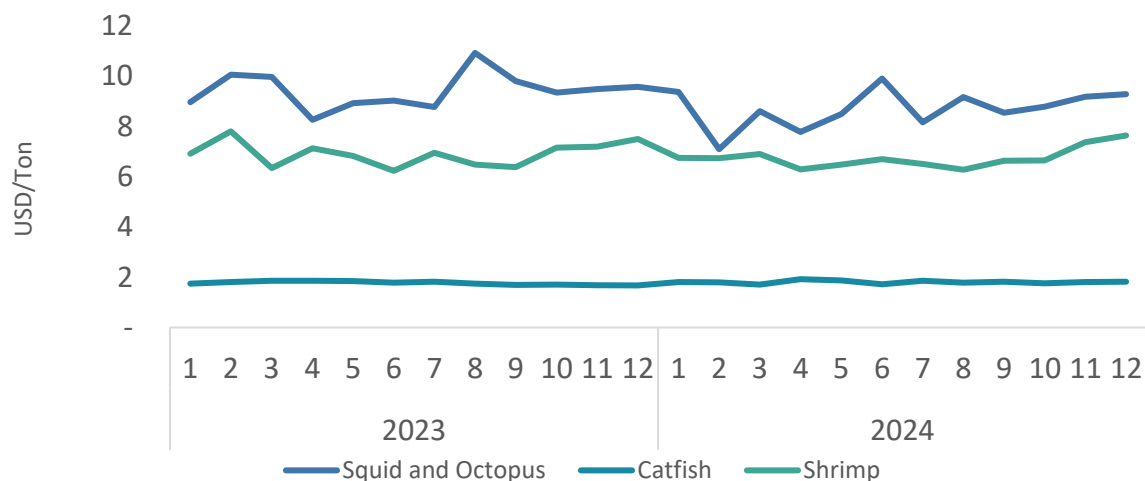


FISHERIES

Structure of exports by products to the ASEAN, Dec-2024



Average export price to the ASEAN, Dec-2024



Export results to the ASEAN, Dec-2024



Catfish

Value: **13.4** Mil.USD

Decrease 7.6% compared to Nov-2024

Increase 27.3% compared to Dec-2023



Squid & Octopus

Value: **6.3** Mil.USD

Decrease 23.9% compared to Nov-2024

Increase 1.6% compared to Dec-2023



Shrimp

Value: **5.5** Mil.USD

Decrease 8.5% compared to Nov-2024

Increase 8.9% compared to Dec-2023

Squid & Octopus

The average export price in Dec-24 is **9.3 USD/kg**; **Increase 1.1%** compared to the previous month; and **decrease 3.1%** compared to the same month of 2023.

Catfish

The average export price in Dec-24 is **1.8 USD/kg**; **Increase 0.9%** compared to the previous month; and **increase 9.0%** compared to the same month of 2023.

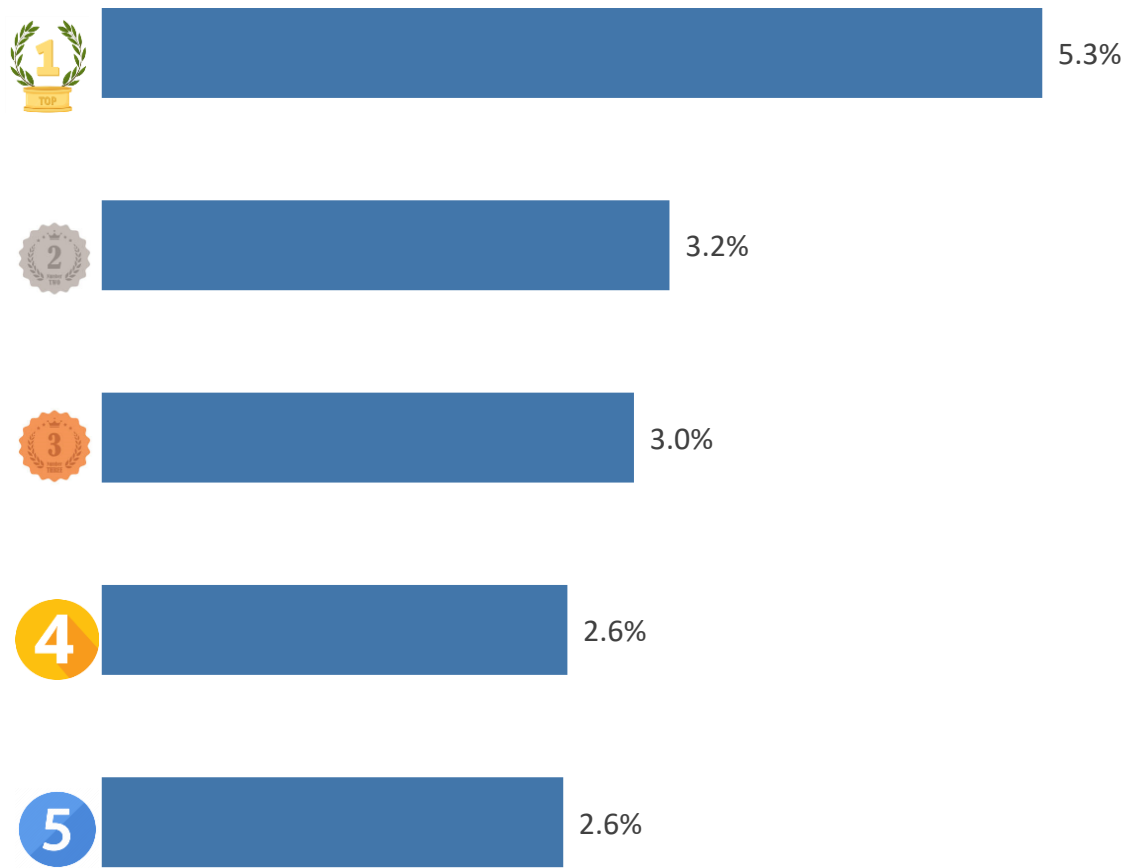
Shrimp

The average export price in Dec-24 is **7.6 USD/kg**; **Increase 3.7%** compared to the previous month; and **increase 2.0%** compared to the same month of 2023.

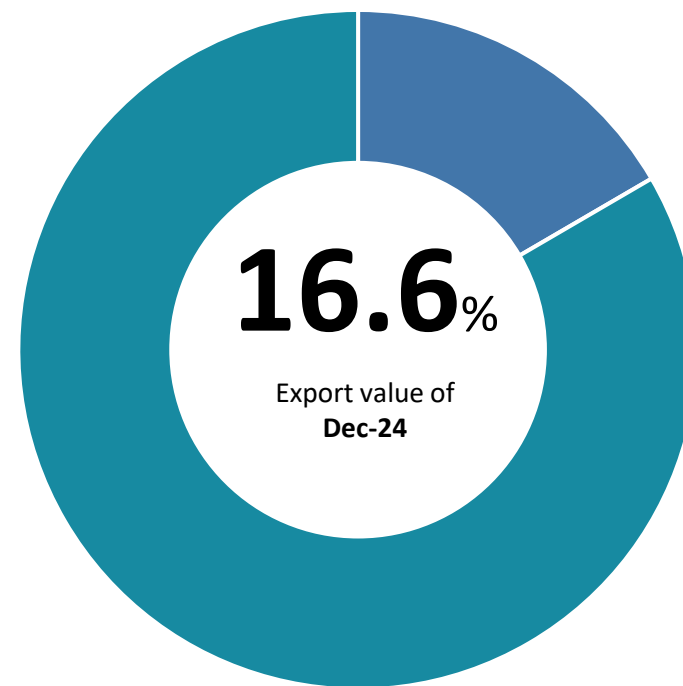


FISHERIES

TOP 5 export enterprises by value to the ASEAN, Dec-2024



Value ratio of TOP 5 export enterprises to the ASEAN, Dec-2024



01

Thai farmers require to address the invasive tilapia species and compensation for the damages

On January 13, hundreds of farmers and environmental activists protested in Bangkok, requiring the government and CP Group to take action against the invasive blackchin tilapia species, which is devastating freshwater ecosystems and Thailand's aquaculture sector. This species reproduces rapidly and spreads across 19 provinces along the Gulf of Thailand, causing an estimated damage of 10 billion baht (USD 293 million).

Protesters called for the government to implement a plan to eradicate the species by 2026, considering affected areas as disaster zones for emergency support, and hold accountable those responsible. CP Foods, who imported this species in 2010, is currently involved in a legal dispute regarding its responsibility for the spread of blackchin tilapia. Although the government has implemented some control measures, such as releasing predator fish and buyback programs, experts argue that the delayed response has made the eradication of this species nearly impossible.



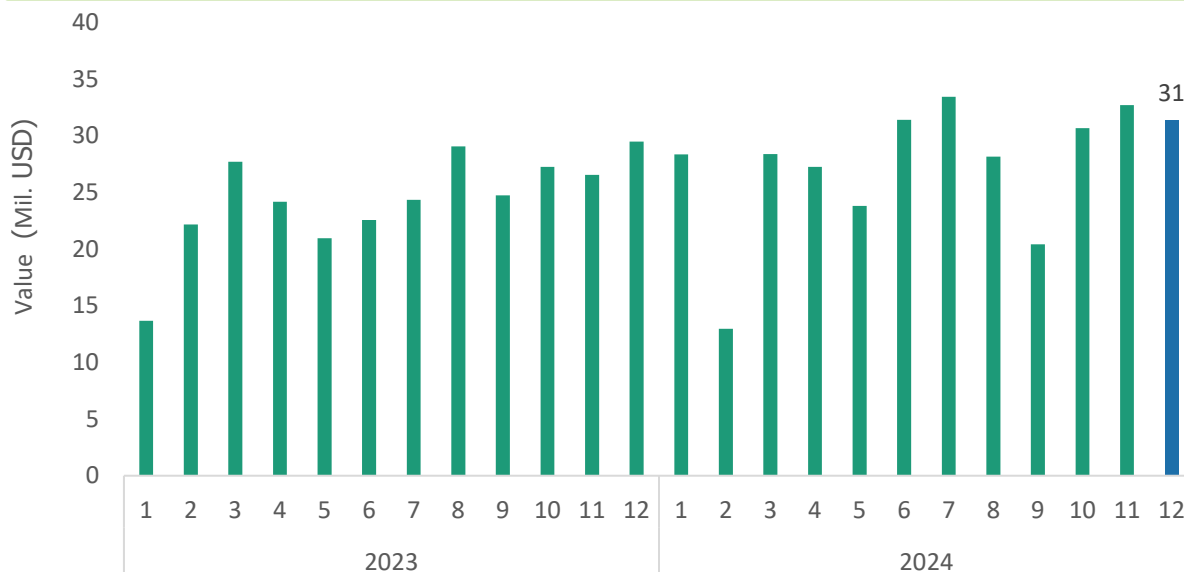
Source: Mongabay (1/2025)





WOOD & WOODEN PRODUCTS

Export volume and value to the ASEAN, Dec-2024



Export results to the ASEAN, Dec-2024

VALUE



31

Mil.USD

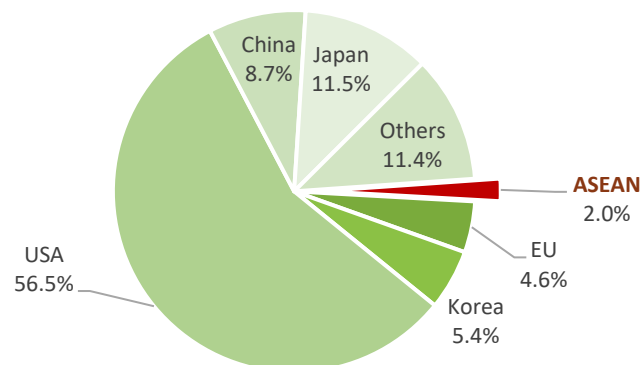
↘ Decrease **4.0%** compared to Nov-2024

↗ Increase **6.5%** compared to Dec-2023

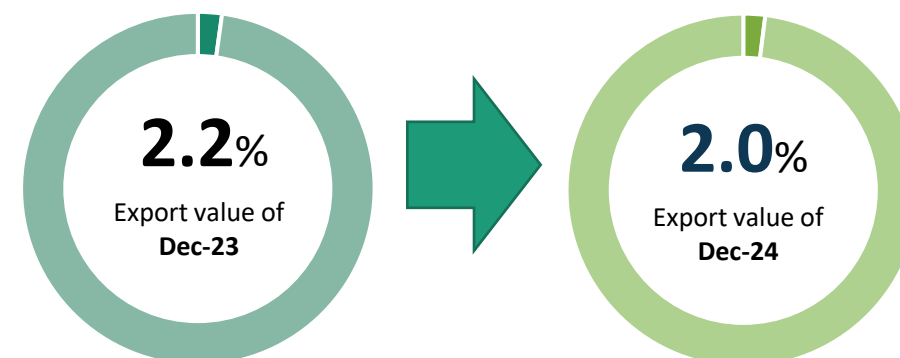
↗ **7.0** Mil.USD more than the monthly average rate in 2023

❖ The total exported value in 2024 reached **328.8** Mil.USD, and the rate is **112.4%** of the total 2023.

Percentage of export value to the ASEAN, Dec-2024



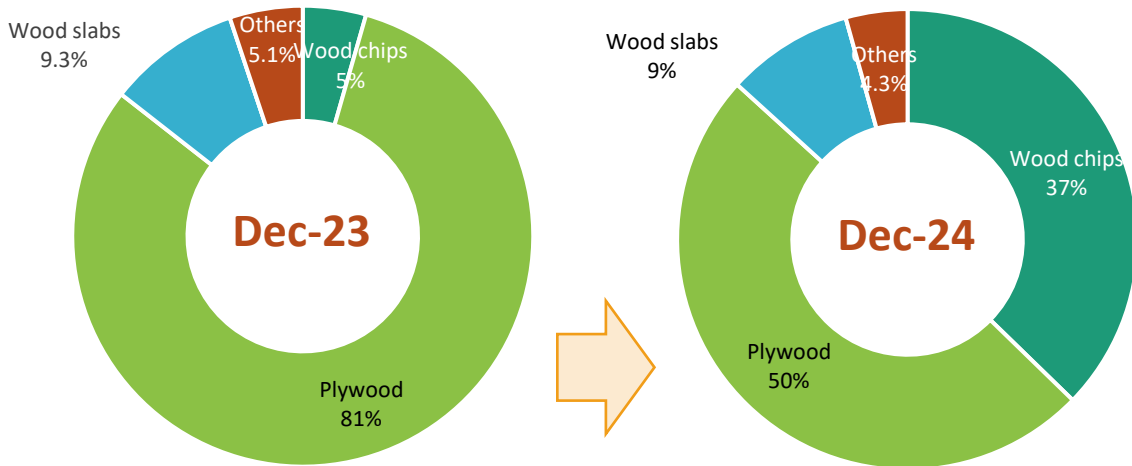
Changes in percentage of export value to the ASEAN, Dec-2024





WOOD & WOODEN PRODUCTS

Structure of exports by products to the ASEAN, Dec-2024



Export results to the ASEAN, Dec-2024



Plywood

Value: **24.1** Mil.USD

Decrease **1%** compared to Nov-2024

Increase **9%** compared to Dec-2023



Wood chips

Value: **18.1** Mil.USD

Decrease **11%** compared to Nov-2024

Increase **1395%** compared to Dec-2023



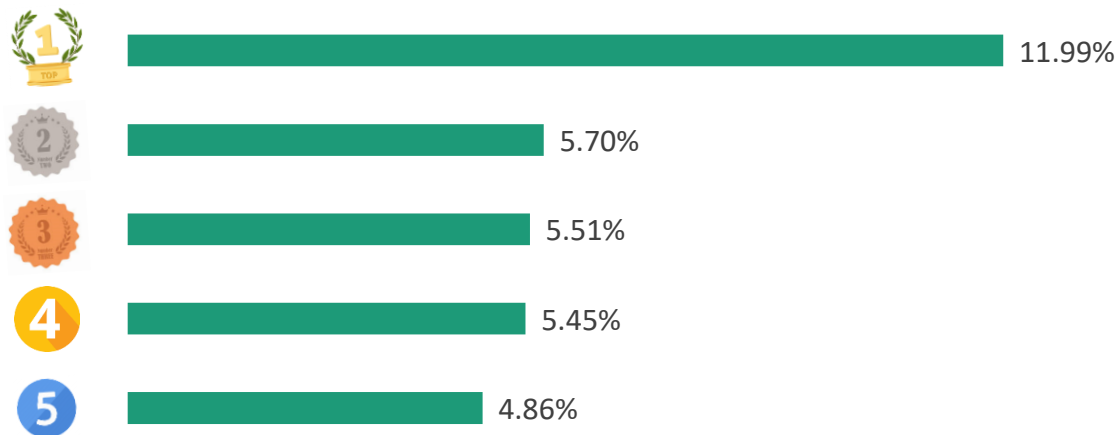
Wood slabs

Value: **4.3** Mil.USD

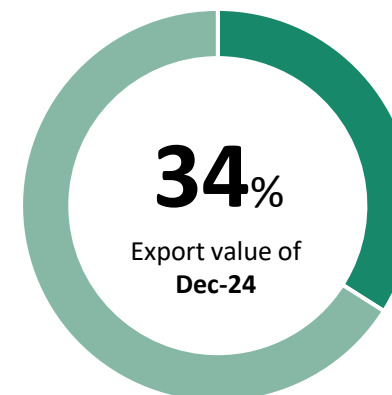
Increase **16%** compared to Nov-2024

Increase **71%** compared to Dec-2023

TOP 5 export enterprises by value to the ASEAN, Dec-2024



Value ratio of TOP 5 export enterprises to the ASEAN, Dec-2024





WOOD & WOODEN PRODUCTS



SPOTLIGHT

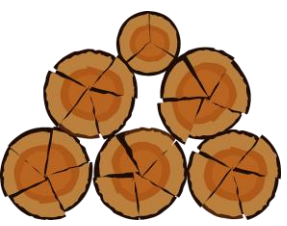
Indonesian Furniture Manufacturers Optimistic About 2025 Despite Challenges

Indonesia's furniture and handicraft manufacturers are focusing on promoting export to maintain growth in 2025, as domestic market purchasing power declines.

Mr. Dedy Rochimat, Chairman of the Indonesian Furniture and Craft Industries Association (Asmindo), stated that the furniture sector has a positive outlook for 2025 due to rising export demand. As of the third quarter of 2024, Indonesia's furniture exports reached USD 1.61 billion, a 3.3% increase compared to the previous year. To further boost exports, Asmindo will continue to participate in trade promotion events such as the Indonesia International Furniture and Craft Fair (IFFINA) to advertise products globally.

However, the domestic furniture industry is facing numerous challenges, particularly the decline of the middle class and weak purchasing power, leading to reduced demand for furniture and handicrafts. Additionally, businesses are under pressure from labor issues. The industry employs over 962,000 workers in 2023, including those in small, medium, and large enterprises.

In response to these challenges, Asmindo has proposed that the government implement supportive policies to enhance the sector's competitiveness. These include export incentives, strengthening raw material supply sources, improving supply chains, and adopting advanced manufacturing technologies.



WOOD & WOODEN PRODUCTS



SPOTLIGHT

Indonesia Plans Large-Scale Reforestation with a Target of 6.5 Million Hectares

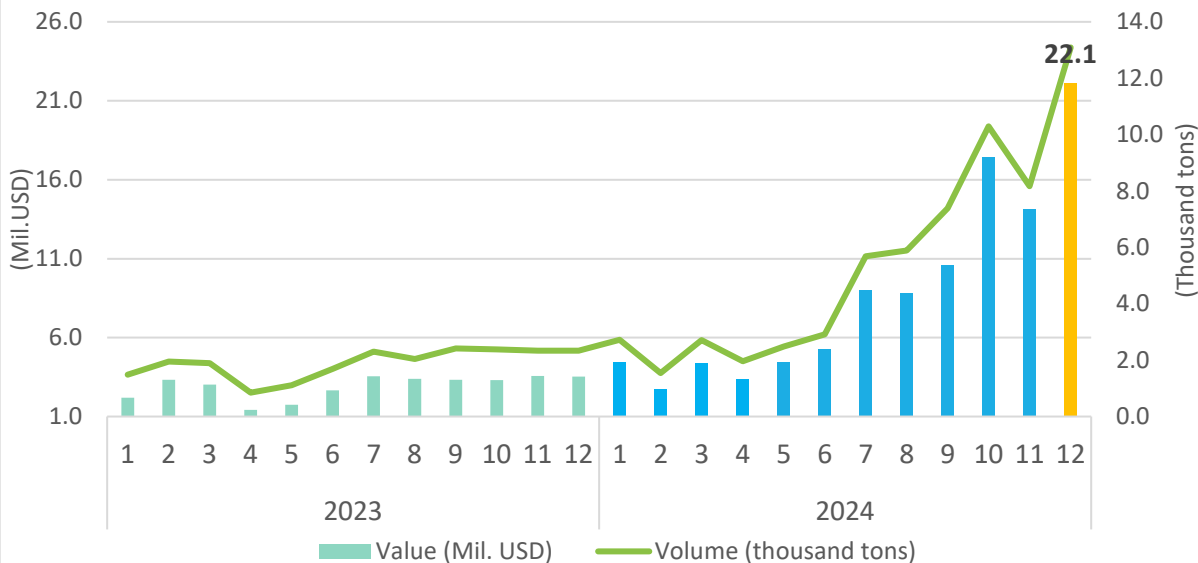
The Indonesian government is implementing a nationwide large-scale reforestation program with the aim of restoring 6.5 million hectares of forest, according to President's Special Envoy on Energy and Environment, Mr Hashim Djojohadikusumo.

Minister of Forestry, Mr Raja Juli Antoni, will oversee the reforestation efforts in degraded forest areas. The reforestation process will adopt agroforestry model, intercropping with economically valuable plants to support the livelihoods of local communities.

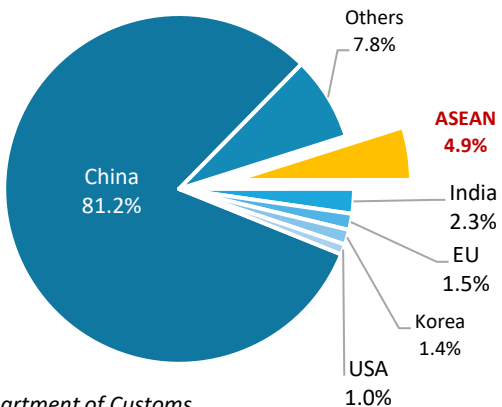


RUBBER

Export volume and value to the ASEAN, Dec-2024



Percentage of export value to the ASEAN, Dec-2024



Source: Calculated from data of the General Department of Customs

Export results to the ASEAN, Dec-2024

VALUE
22.14 *Mil.USD*

↗ Increase **57%** compared to Nov-2024

↗ Increase **526%** compared to Dec-2023

↑ **19.2** *Mil.USD* more than the monthly average rate in 2023

♦ The total exported value in 2024 reached **106.8** *Mil.USD*, and the rate is **305%** of the total in 2023.

VOLUME
13.092 *tons*

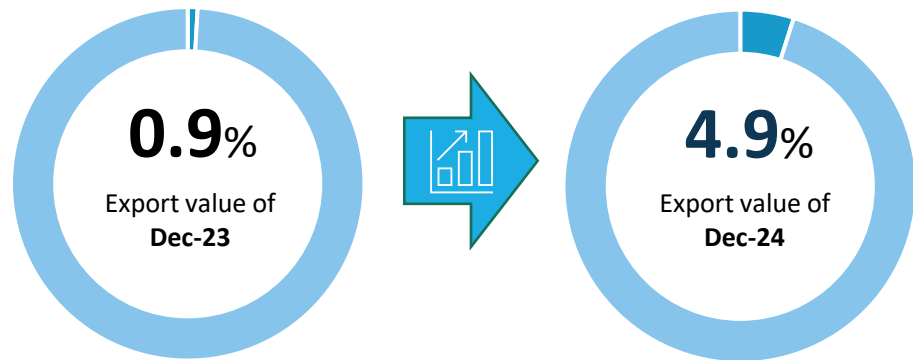
↗ Increase **60%** compared to Nov-2024

↗ Increase **461%** compared to Dec-2023

↑ **11.2** *Thousand tons* more than the monthly average rate in 2023

♦ The total exported volume in 2024 reached **64.9** *Thousand tons*, and the rate is **285%** of the total in 2023.

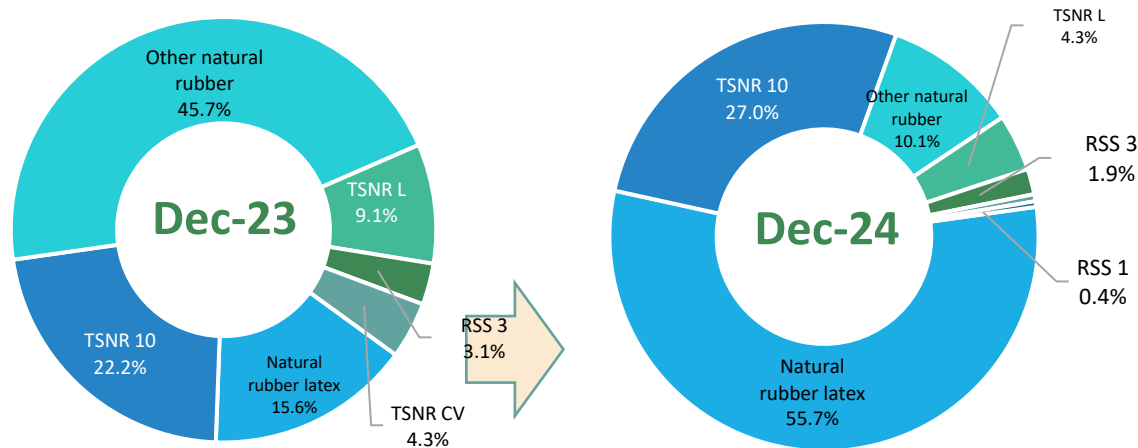
Changes in percentage of export value to the ASEAN, Dec-2024



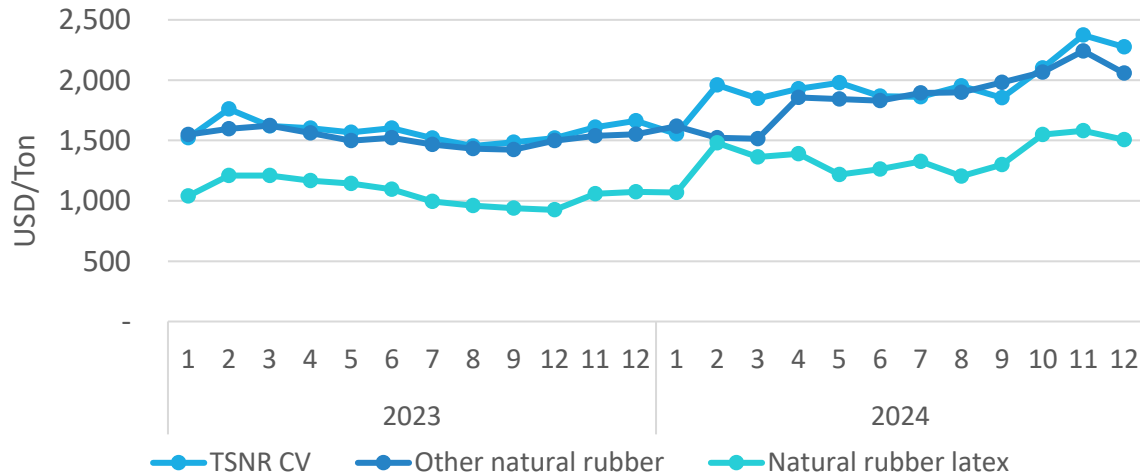


RUBBER

Structure of exports by products to the ASEAN, Dec-2024



Average export price to the ASEAN, Dec-2024



Export results to the ASEAN, Dec-2024



Natural rubber latex

Value: **2.25** Mil.USD

Increase **51%** compared to Nov-2024

Increase **39%** compared to Dec-2023



TSNR CV

Value: **0.12** Mil.USD

Decrease **60%** compared to Nov-2024

Decrease **23%** compared to Dec-2023



Other natural rubber

Value: **12.3** Mil.USD

Increase **83%** compared to Nov-2024

Increase **2137%** compared to Dec-2023

Natural rubber latex

The average export price in Dec-24 is **2.058** USD/ton; Decrease **8.2%** compared to the previous month; and increase **33%** compared to the same month of 2023.

TSNR CV

The average export price in Dec-24 is **2.276** USD/ton; Decrease **4.1%** compared to the previous month; and increase **37%** compared to the same month of 2023.

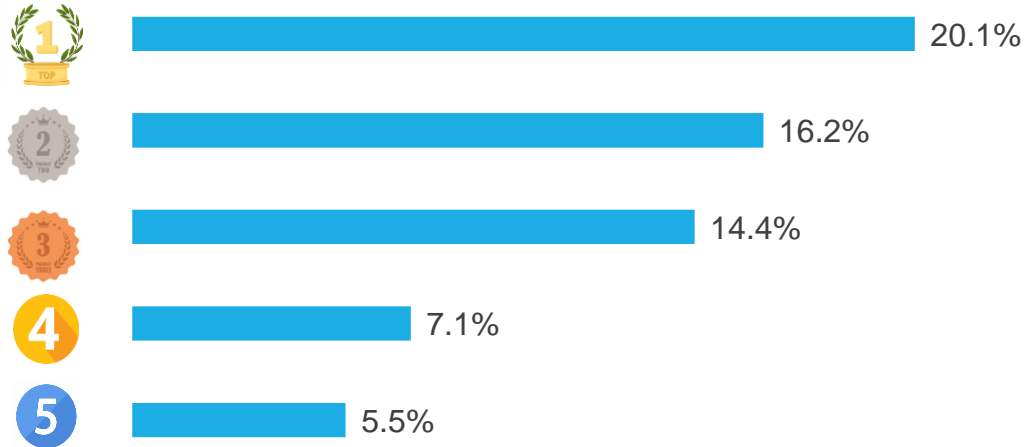
Other natural rubber

The average export price in Dec-24 is **1.505** USD/ton; Decrease **4.8%** compared to the previous month; and increase **40%** compared to the same month of 2023.

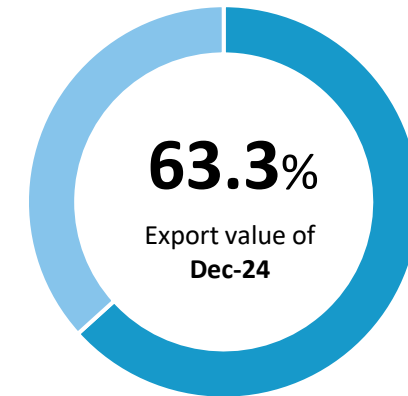


RUBBER

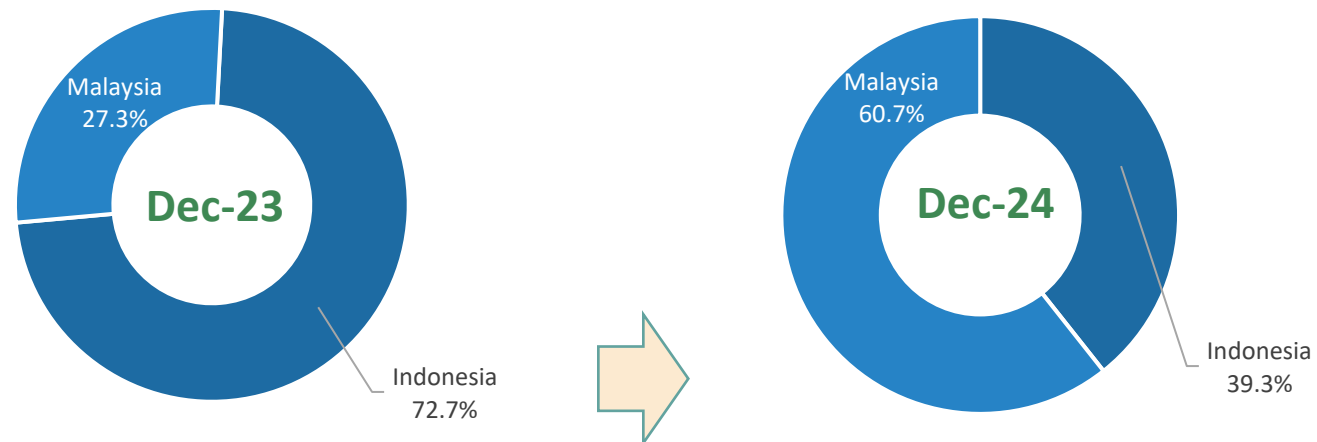
TOP 5 export enterprises by value to the ASEAN, Dec-2024



Value ratio of TOP 5 export enterprises to the ASEAN, Dec-2024



Fluctuations in the proportion of Vietnam's rubber exports to the ASEAN, Dec-2024





RUBBER

SPOTLIGHT

❖ Malaysia is Vietnam's 4th Largest Rubber Export Market in 2024

In 2024, Vietnam's rubber exports to Malaysia reached 38,442 tons, valued at USD 56.16 million, marking a significant increase of 433.5% in volume and 515.7% in value compared to 2023. This was the highest rubber export volume to Malaysia in the past six years, since 2019. As a result, Malaysia has become the 4th largest rubber export market for Vietnam, with a market share of 1.9%.

Malaysia is one of the largest rubber producers in the world, with an average annual production of 348,000 tons of natural rubber. However, the country also imports rubber to supplement its supply. Currently, Malaysia has shifted to produce rubber products such as medical gloves and tires, while crude rubber production has been gradually declining.





RUBBER

SPOTLIGHT

❖ Vietnam's Rubber Industry in Laos Exceeds Profit Targets

As of now, the Vietnam Rubber Group (VRG) has established six companies in Laos across five border provinces between the Lao People's Democratic Republic and Vietnam, including five companies under VRG and one joint venture. The total registered foreign investment capital of VRG stands at USD 254.54 million.

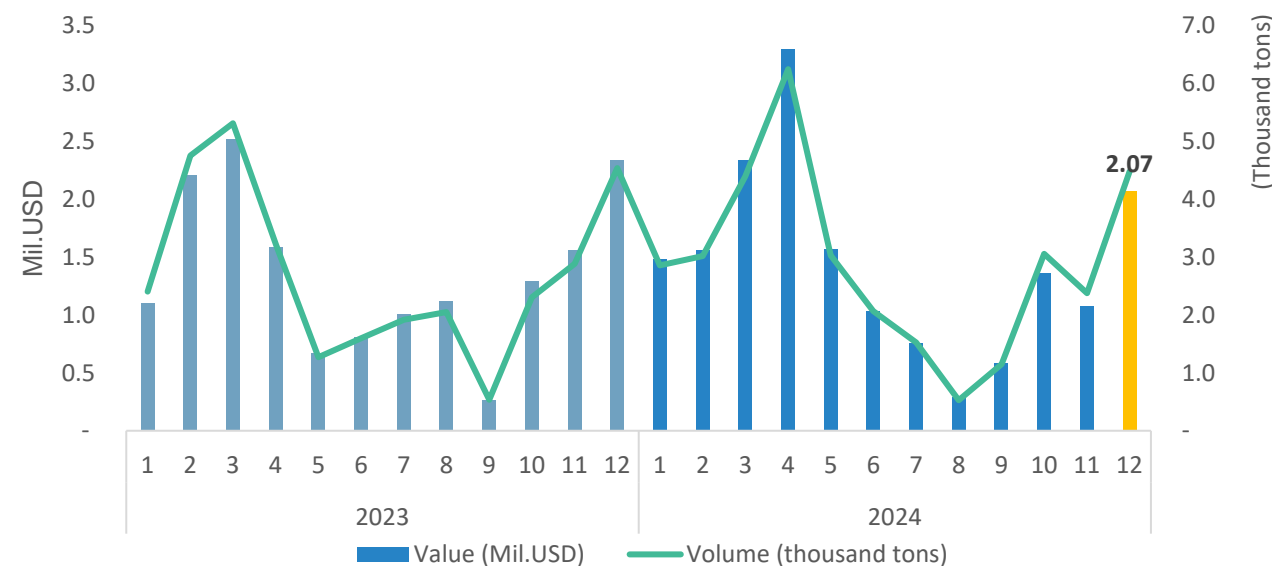
In 2024, the total rubber plantation area of VRG in Laos was 26,644.66 hectares, with 23,239.02 hectares of harvesting. The Group has invested in three rubber latex processing plants with a total capacity of 34,000 tons per year. In 2024, VRG's rubber output in Laos reached 34,592 tons, completing 93% of the target. Total revenue for 2024 is estimated at USD 66.3 million, exceeding 104% of the plan. The total number of workers at VRG's projects in Laos in 2024 was 5,528 people, including 763 Vietnamese workers and 4,765 Laotian workers, with an average salary of USD 268.63 per person per month.





CASSAVA & CASSAVA PRODUCTS

Structure of export value by products to the ASEAN, Dec-2024



Export results to the ASEAN, Dec-2024

VALUE
2.07 Mil.USD

↗ Increase **93%** compared to Nov-2024

↘ Decrease **13%** compared to Dec-2023

↗ **0.55** Mil.USD more than the monthly average rate in 2023.

❖ The total exported value in 2024 reached **28.36** Mil.USD, and the rate is **155%** of the total in 2023.

VOLUME
4.475 tons

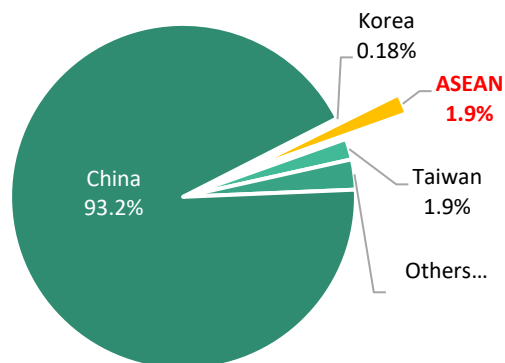
↗ Increase **87%** compared to Nov-2024

↘ Decrease **4.1%** compared to Dec-2023

↗ **1.5** Thousand tons more than the monthly average rate in 2023.

❖ The total exported volume in 2024 reached **56.7** Thousand tons, and the rate is **158%** of the total in 2023.

Percentage of export value to the ASEAN, Dec-2024



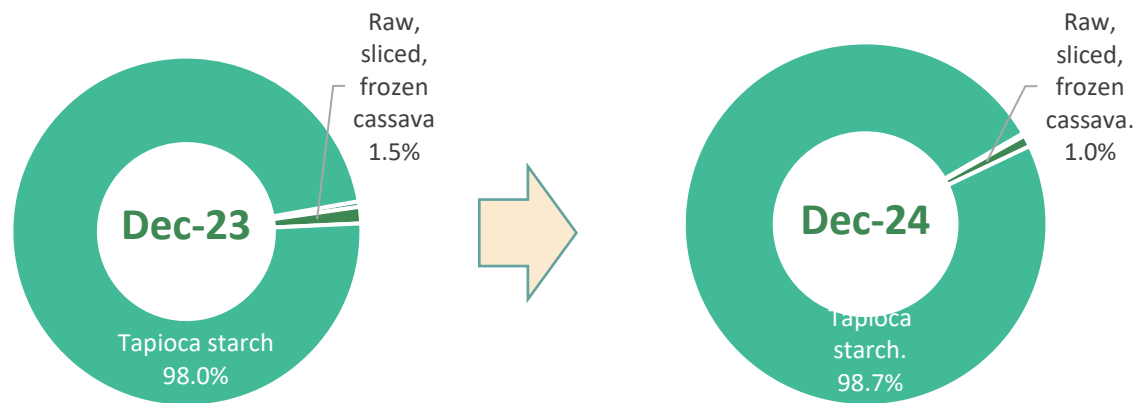
Changes in percentage of export value to the ASEAN, Dec-2024





CASSAVA & CASSAVA PRODUCTS

Structure of export value by products to the ASEAN, Dec-2024



Export results to the ASEAN, Dec-2024



Raw, sliced, frozen cassava

Value: **21.06** thousand USD

Decrease **16%** compared to Nov-2024

Decrease **41.5%** compared to Dec-2023



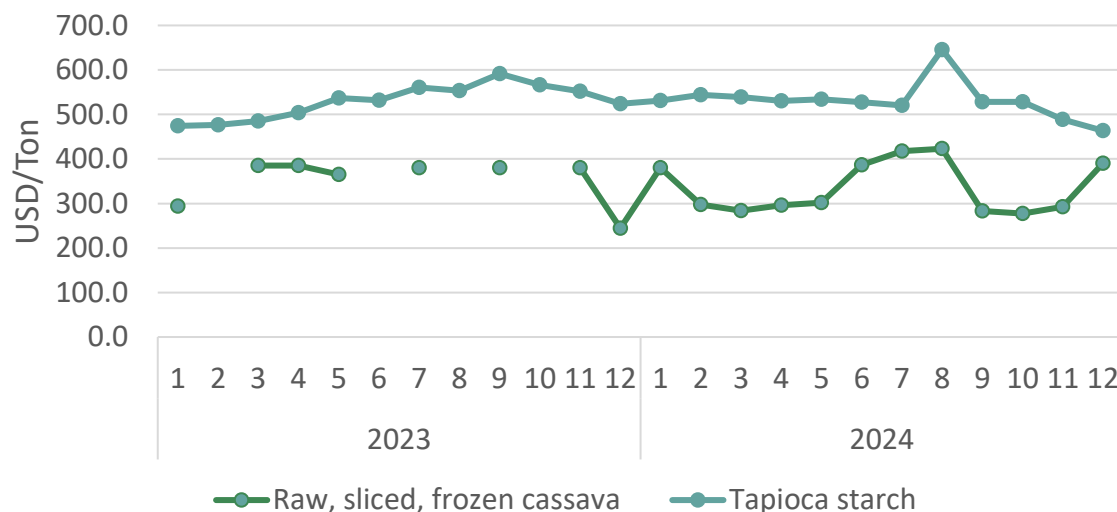
Tapioca starch

Value: **2.04** Mil.USD

Increase **1975%** compared to Nov-2024

Decrease **12.5%** compared to Dec-2023

Percentage of export value to the ASEAN, Dec-2024



Tapioca starch

The average export price in Dec-24 is **464** USD/ton; Decrease **11.5%** compared to the previous month; and decrease **5.2%** compared to the same month of 2023.

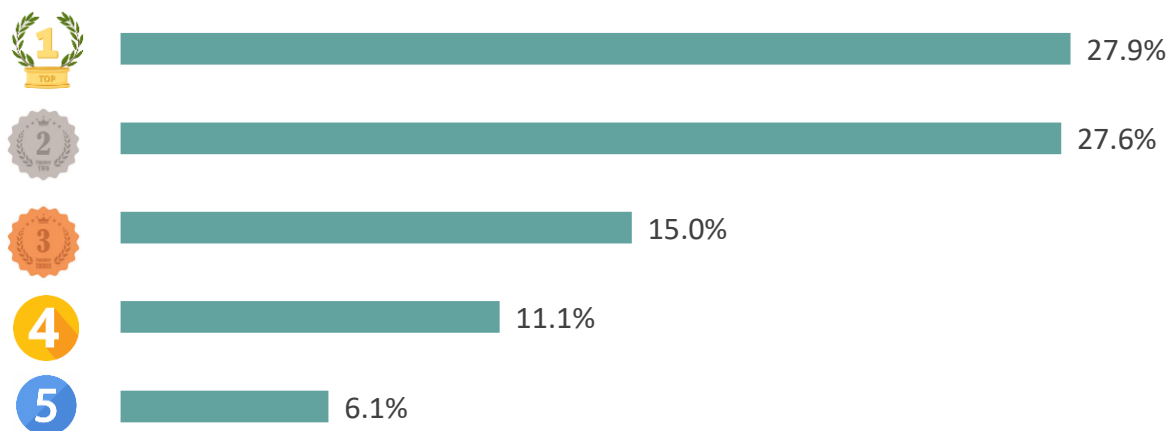
Raw, sliced, frozen cassava

The average export price in Dec-24 is **390** USD/ton; Increase **33.4%** compared to the previous month; and increase **59.5%** compared to the same month of 2023.

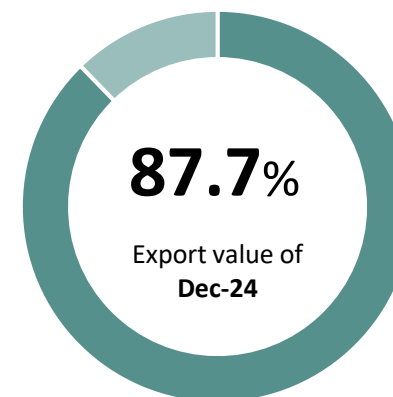


CASSAVA & CASSAVA PRODUCTS

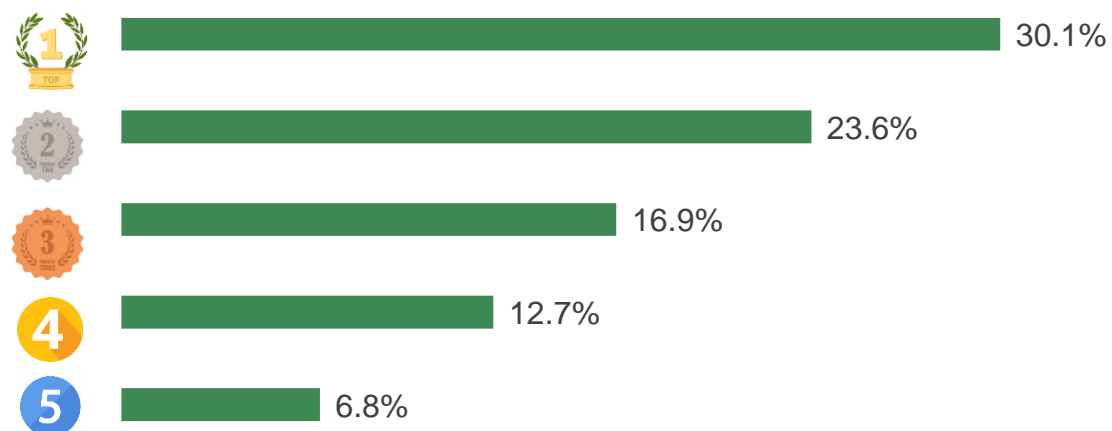
TOP 5 export enterprises by to the ASEAN, Dec-2024



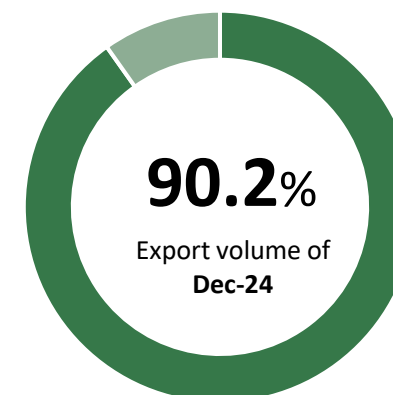
Value ratio of TOP 5 export enterprises to the ASEAN, Dec-2024



TOP 5 export enterprises by volume to the ASEAN, Dec-2024



Volume ratio of TOP 5 export enterprises to the ASEAN, Dec-2024



CASSAVA & CASSAVA PRODUCTS

SPOTLIGHT



Thailand Aims to Export More Cassava to the Massive Chinese Market

In January 2025, the Thai Ministry of Commerce organized a delegation to China to explore business cooperation opportunities and promote the production and export of cassava and related products. In the first 11 months of 2024, Thailand exported 3.87 million tons of cassava and cassava products to China, valued at over USD 1.57 billion. This accounted for more than 64% of the total export volume and nearly 52% of the revenue from cassava and processed products in the global market. The increase in exports has contributed to increase the crop value and improving the income of both producers and exporting companies.

China is a major market with a high demand for cassava and its products, which are used in the producing animal feed, paper, adhesives, and alcoholic beverages. This presents an important opportunity for Thai companies to expand their market and enhance product value.

Source: world.thaipbs.or.th





MEAT & MEAT PRODUCTS (EXPORT)

Export value to ASEAN, Dec-2024



Export results to ASEAN, Dec-2024

VALUE



3.6

Mil.USD

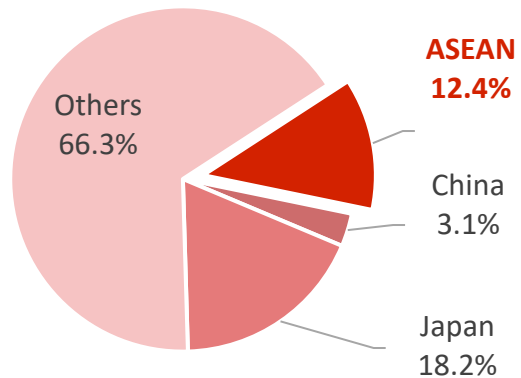
↘ Decrease **51.7%** compared to Nov-2024

↘ Decrease **30.3%** compared to Dec-2023

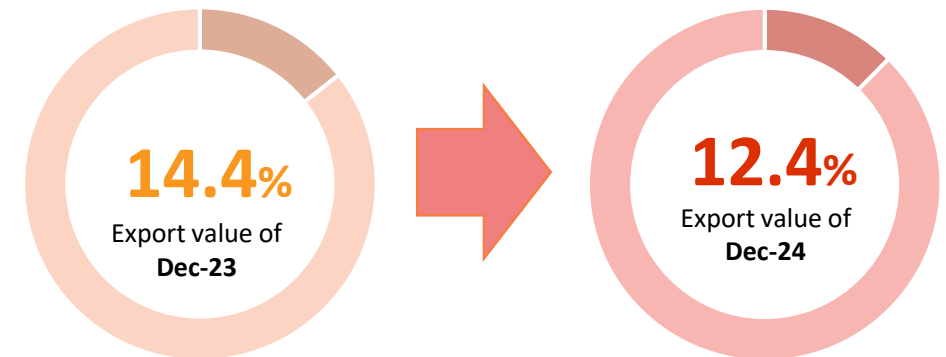
↘ **379.3 Mil.USD** less than the monthly average rate in 2023

◇ The total exported value in 2024 reached **50.1 Mil.USD**, and the rate is **105.9%** of the total 2023.

Percentage of export value to ASEAN, Dec-2024



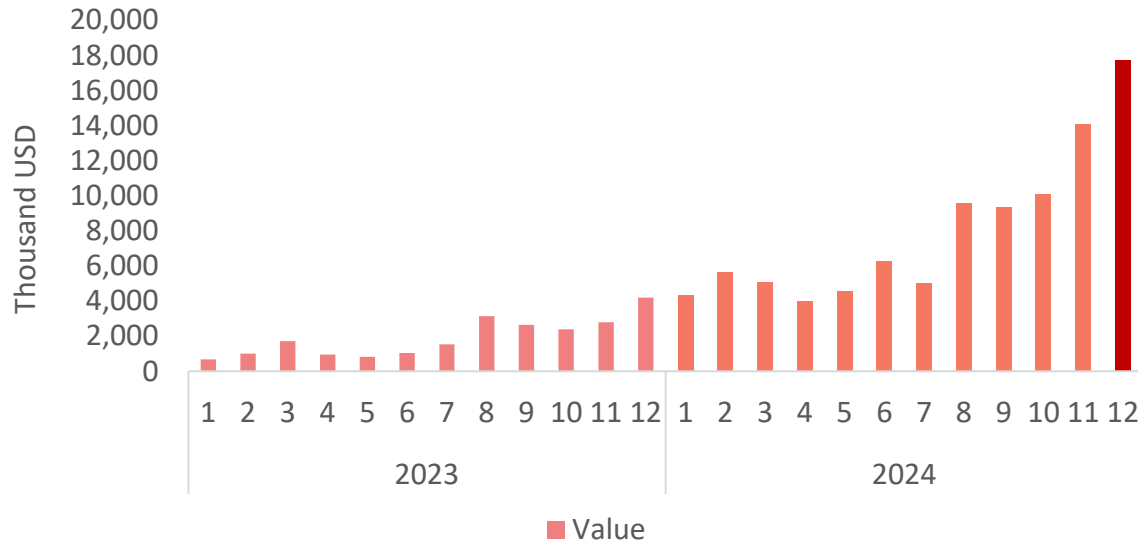
Changes in percentage of export value to ASEAN, Dec-2024





MEAT & MEAT PRODUCTS (IMPORT)

Import value to ASEAN, Dec-2024



Import results to ASEAN, Dec-2024

VALUE



17.7
Mil.USD

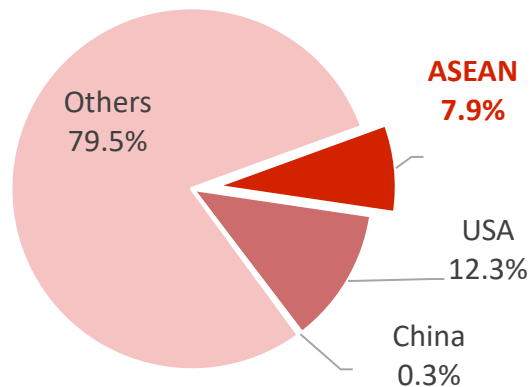
↗ Increase **26.1%** compared to Nov-2024

↗ Increase **323.4%** compared to Dec-2023

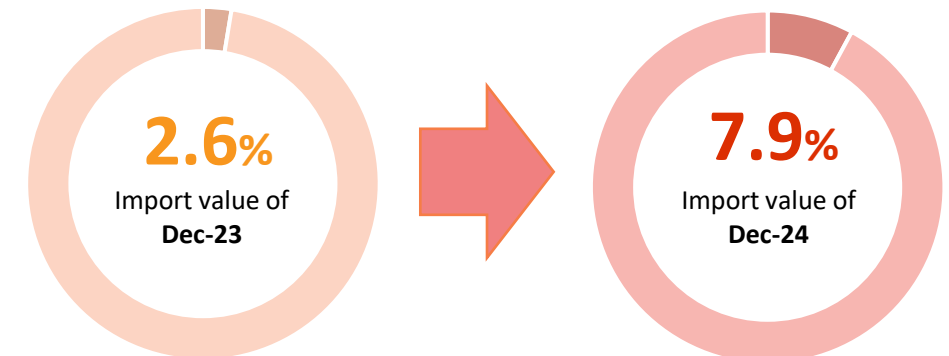
↗ **15.8 Mil.USD** more than the monthly average rate in 2023

◇ The total exported value in 2024 reached **95.7 Mil.USD**, and the rate is **417.4%** of the total 2023.

Percentage of import value to ASEAN, Dec-2024



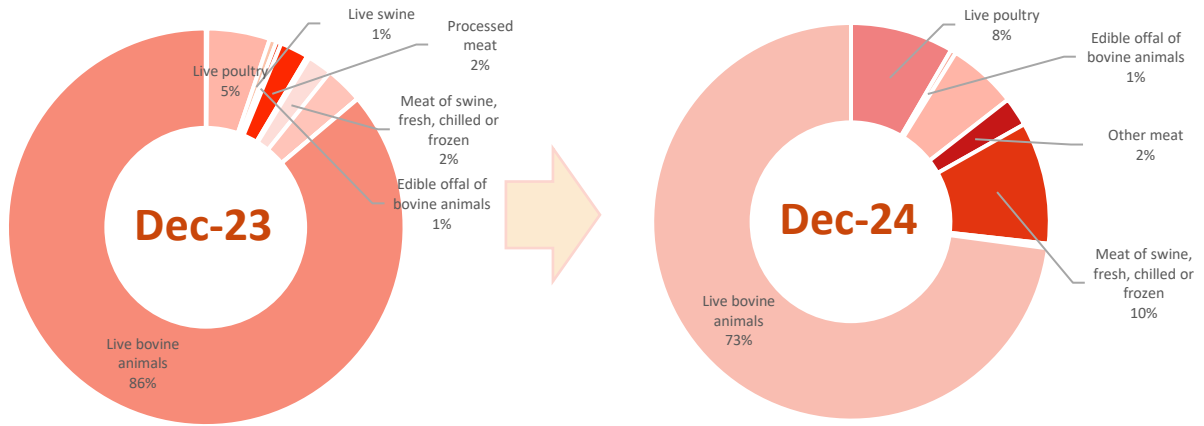
Changes in percentage of import value to ASEAN, Dec-2024





MEAT & MEAT PRODUCTS (EXPORT)

Export value to ASEAN, Dec-2024



Export results to ASEAN, Dec-2024



Live bovine animals

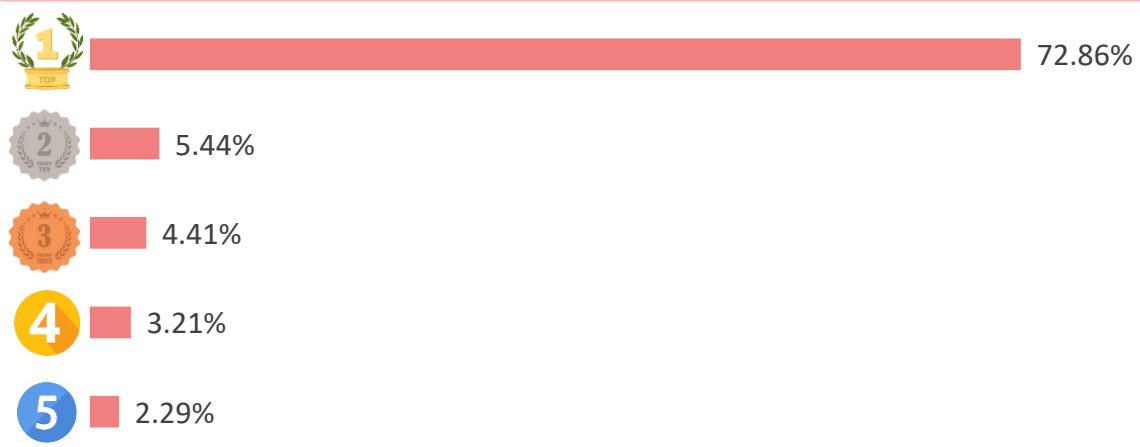
Value: **2.596** Mil.USD
Decrease **55.1%** compared to Nov-2024
Decrease **41.0%** compared to Dec-2023



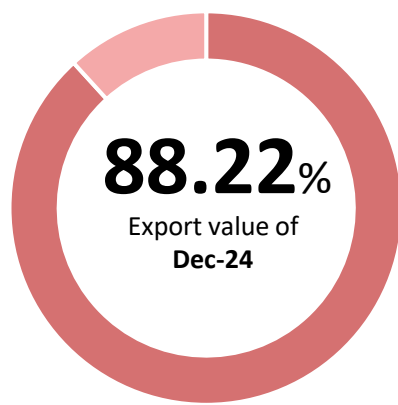
Processed meat

Value: **638** thousand USD
Decrease **68.5%** compared to Nov-2024
Increase **69.8%** compared to Dec-2023

Percentage of export value to ASEAN, Dec-2024



Changes in percentage of export value to ASEAN, Dec-2024

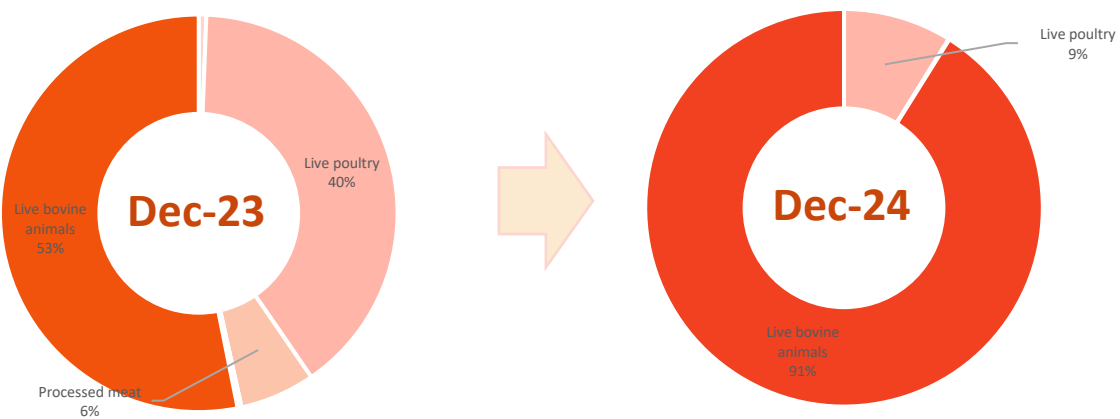


Source: Calculated from data of the General Department of Customs



MEAT & MEAT PRODUCTS (IMPORT)

Import value to ASEAN, Dec-2024



Import results to ASEAN, Dec-2024



Live bovine animals

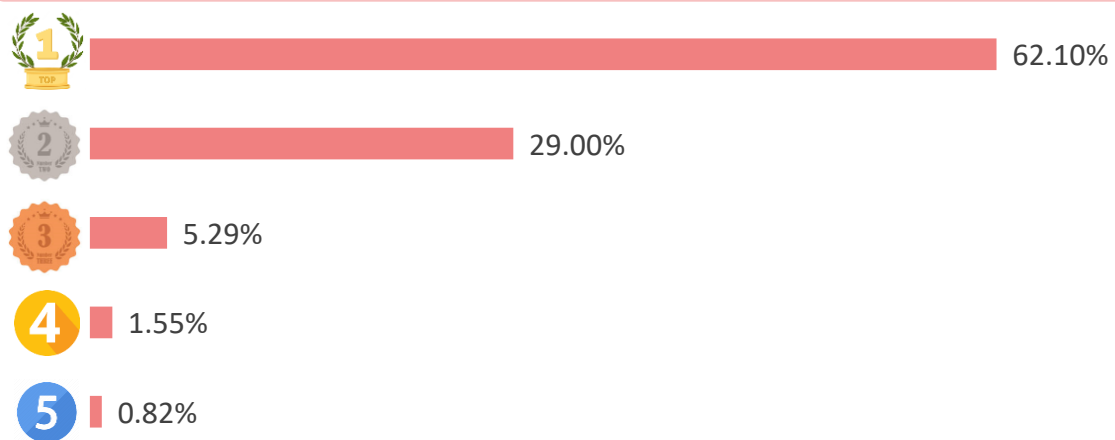
Value: **16.2** Mil.USD
Increase **30.9%** compared to Nov-2024
Increase **62 time** compared to Dec-2023



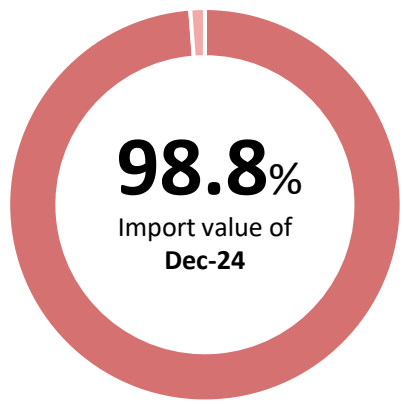
Live poultry

Value: **1.6** Mil.USD
Decrease **8%** compared to Nov-2024
Decrease **6.03%** compared to Dec-2023

Percentage of import value to ASEAN, Dec-2024



Changes in percentage of import value to ASEAN, Dec-2024



Source: Calculated from data of the General Department of Customs



MEAT & MEAT PRODUCTS

SPOTLIGHT



The Philippines has approved to import pork, poultry, bone-in beef, offal, and fat from Argentina. This agreement acknowledges that Argentina's quality control system meets the equivalent standards of the Philippines. This marks an important step for Argentina in expanding its exports to this promising market.

Source: 3tres3

In 2024, Thailand exported 53,000 breeding pigs, valued at 303 million Baht (8.96 million USD), marking a 10.82% increase in volume but a 23.95% decrease in value compared to 2023. Exports of live pigs reached 108,000 heads, valued at 490 million Baht (14.49 million USD), a 31.94% increase in volume and a 28.71% increase in value compared to 2023. Exports of chilled and frozen pork amounted to 2,140 tons, valued at 220 million Baht (6.51 million USD), an 8.88% increase in volume but a 14.63% decrease in value compared to 2023. Exports of processed pork reached 4,780 tons, valued at 1.065 billion Baht (31.5 million USD), a 19.81% increase in volume and a 13.38% increase in value compared to the previous year.

The rise in pork exports is due to stricter biosecurity measures ensuring the quality of pork products. It is expected that by 2025, exports of live pigs, chilled and frozen pork, and processed pork will increase compared to 2024 due to economic recovery, greater trust from trading partners in Thailand's livestock standards, and the government's policies promoting pork exports..

Source: Ministry of Industry and Trade in Vietnam