



The King of Vietnam's Dairy Products

Personally, there's no better way to get to know country-specific things than wandering through its local supermarkets. Here in Vietnam, that's no exception.

I can find all kinds of uniquely Vietnamese products and ingredients that I've never seen back home in Japan. Many products come with small bonuses, for instance, cutlery or toys, which I also feel is Vietnam.

Among all the items on display, dairy products stand out. From condensed milk used in Vietnamese coffee to everyday milk and yogurt, dairy is an essential part of daily life for Vietnamese people.

The long-established top brand **Vinamilk**, with its adorable packaging, stands out on the shelves. Domestic companies such as **TH True Milk** and **Dalat Milk** also have a strong presence. Among foreign brands, **Nestlé** and **Dutch Lady** entered the Vietnamese market in the late 1990s.

In the 2000s, Japanese companies **Morinaga** and **Yakult** began selling products in Vietnam, and today their items are commonly available in supermarkets.



There is fierce competition in the dairy market, so the bonuses are attractive.

Morinaga and Yakult have also been offering unique bonuses.

※ Photo by JSI

✓ The dairy market in Vietnam

According to the Vietnam Dairy Association (VDA), the country's per capita milk consumption stood at just 26 to 28 liters per year as of 2023. This figure is expected to rise to 40 liters by 2030. This is still relatively low by international standards; for example, people in neighboring Thailand consume around 35 liters per year.

Vietnam's current population is approximately 101 million, based on the World Bank. While not a large number, it is expected to increase by 2.8% by 2030.

With a steadily increasing population, the dairy market has already shown upward momentum. Data from the German statistics firm Statista shows that the dairy market is projected to grow at an average annual revenue rate of 8.20% from 2025 to 2030.

In the first half of 2025, raw milk production reached approximately 800 million liters, marking a 3.4% year-on-year increase according to VDA. These numbers suggest that dairy is progressing steadily in Vietnam's economy.

Worthy of attention is **Vinamilk**, the market leader in Vietnam's dairy sector. The company operates a total of 15 large-scale farms, which are 14 in Vietnam and one in Laos. As of 2024, Vinamilk directly owns about 40,000 dairy cows. Including those from contracted farms, the total herd amounts to approximately 140,000.



The Vinamilk section is large and colorful in a supermarket.

※ Photo by JSI



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Vinamilk operates 16 factories in total—14 located across Vietnam and one each in the United States and Cambodia. This infrastructure enables the company to oversee the entire production process internally, from raw milk collection to processing, distribution, and retail. Vinamilk holds a commanding 50% share of Vietnam's dairy market in 2024, far outpacing its competitors.

In 2023, the company revamped its corporate logo and redesigned packaging for key products like milk and ice cream, signaling a renewed focus on long-term brand identity. Its efforts have not gone unnoticed: in 2020, Vinamilk was ranked among **“the TOP 10 most valuable brands in Vietnam”** by *Forbes Vietnam*. More recently, in 2025, the company earned two championship titles at the World Dairy Innovation Awards of the Global Dairy Congress 2025 held in the Netherlands. These rewards further prove its reputation for trust, quality, and safety.

Vinamilk currently exports to 63 countries worldwide, with particularly strong sales in the halal markets of the Middle East.

In addition, the company deepened its ties with Japan in 2025 by launching a joint cattle fattening and meat processing venture with Sojitz Corporation, aiming to develop a premium Vietnamese beef brand. This marks another step in Vinamilk's global strategy and its commitment to innovation both at home and abroad.



The packaging is eye-catching. Vinamilk also produces fruit juice.

There are many kinds of milk, and my favorite is a series called “GREEN FARM”.

※Photo by JSI



The left one is the previous logo, the right one is the latest.

※From the official website ※Photo by JSI

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