What are the top ten products or services in Vietnam that foreign countries buy?

PRODUCTS:

Based on the most recent data (2025 full-year figures with 2026 trends), here are the products that foreign buyers purchase most from Vietnam, ranked by export value:

1. **Phones & components**
   Vietnam's single largest export category, anchored by Samsung's massive Bac Ninh and Thai Nguyen plants; phone exports were still growing double digits into 2026, with phones and related parts up 23.1 percent in Q1.
2. **Computers, electronics & components**
   The fastest-growing major category; shipments of computers, electronic products and components surged by over 40 percent in Q1 2026 alone, and by end-October 2025, electronics exports had reached USD 136 billion.
3. **Machinery & equipment**
   Industrial and electrical machinery, up 18.2 percent in Q1 2026.
4. **Textiles & garments**

A long-standing pillar; the industry was above USD 50 billion for 2025, with shipments reaching USD 33 billion after 10 months, up 7.6% despite tariff headwinds.

5. **Footwear**
   One of Vietnam's most consistent categories, built on competitive labor costs, footwear with rubber, plastic, leather, or textile uppers alone brought in US$12 billion in 2025.
6. **Furniture & wood products**
   Including prefabricated buildings and wood articles, a major US-bound category.
7. **Seafood**
   Shrimp, pangasius, and other aquatic products — was targeting USD 10.5-11 billion for 2025, up from USD 10 billion in 2024, driven by demand from the US and China.
8. **Fruits & vegetables**
   Durian to China has been the standout driver; Vinafruit estimated total shipments reached a record US$8-8.4 billion in 2025, up 18 percent year-on-year.
9. **Coffee**
   Vietnam is the world's largest Robusta coffee producer, exported globally as a key agricultural commodity.
10. **Iron, steel & related metal articles**
    A steadily growing industrial export, feeding construction and manufacturing supply chains in the region.

Main buyers: the United States, China, and South Korea are Vietnam's top export destinations, with the US buying nearly one-third of everything Vietnam exports, followed by Japan and the EU.

SERVICES:

Here's the sector-by-sector demand picture for O2VN's six categories, ranked by how much foreign buying activity is behind each:

1. **Software & IT — strongest and most mature demand.**

   $2.37–2.63B IT services market growing toward $4.39B by 2031, nearshore demand concentrated from Japan and the US.

2. **High-Tech & Traditional Manufacturing.**

   Over the past decade, Vietnam has transitioned from a cost-driven outsourcing destination to a structured manufacturing ecosystem capable of supporting complex, multi-industry production, and buyers now use Vietnam not just for cost reduction but for supply chain diversification and resilience against overreliance on one geography.

   Electronics contract manufacturing (EMS) is a standout sub-category, and certifications like FSC, OEKO-TEX, WRAP, BSCI, and ISO 9001/14001 have become entry tickets to global markets — worth knowing since compliance signaling could be a strong filter/trust element for O2VN's manufacturing listings.

3. **Logistics & Supply Chain — large and growing, tightly coupled to manufacturing.**

   As of 2026, Vietnam's logistics industry is estimated at roughly USD 45–50 billion, with outsourced logistics (3PL) taking a larger share as manufacturers, retailers, and online sellers look for flexibility and lower fixed costs, and contract logistics specifically is projected to grow at a 7.4% CAGR through 2030.

4. **BPO & Call Center — sizable, with mixed sizing depending on source.**

   Estimates vary widely by scope: one report projects growth to reach USD 3.6 billion by 2028 (6.2% CAGR), while another figures that customer service and call centers specifically hold a 22% market share, growing at a 7.5% CAGR, with observers citing an aggressive 30% annual expansion rate driven by international demand. Customer interaction services dominate, followed closely by finance & accounting outsourcing — e-commerce and fintech account for 30% of new BPO contracts.

5. **Creative & Digital — smallest but highest growth-story appeal, especially in media/VFX.**

   This is a genuine emerging niche: Vietnam's visual effects industry has quietly become one of Southeast Asia's most compelling outsourcing destinations, delivering compositing, animation, and 3D modeling for Netflix originals, Korean streamers, and mid-budget Hollywood productions at costs 40–60% lower than in India or Thailand.