What the World Is Buying from Vietnam in 2026

A generation ago, "Made in Vietnam" mostly meant sneakers and T-shirts. Today it is just as likely to mean the smartphone in your pocket, the software running your back office, or the visual effects in a streaming series.

Vietnam exported roughly USD 430 billion of goods in the first eleven months of 2025, up 16 percent on the year. Behind that number are two parallel stories: a manufacturing base that keeps moving up the value chain, and a services sector that now competes on skill as well as price. Here is what international buyers are investing in.

Part one: the products

Electronics lead the way.

Computers, electronic products, and components are now Vietnam's largest export, worth about USD 108 billion in 2025 and up 48 percent in a single year. Phones and parts add another USD 52.6 billion in the first eleven months, built largely around Samsung's production complexes in Bac Ninh and Thai Nguyen. The momentum carried into 2026: in Q1, phone and parts exports rose 23.1 percent, computers and electronics rose more than 40 percent, and industrial and electrical machinery rose 18.2 percent.

The traditional strengths still hold

Textiles and garments remain a major pillar, earning USD 35.9 billion in the first eleven months of 2025 (up 6.7 percent) despite tariff pressure. Footwear brought in USD 21.9 billion over the same period, up 5.5 percent, helped by competitive labor costs. Wood and wood products reached USD 15.5 billion, and furniture and prefabricated buildings are among the categories most heavily bought by the United States.

The farm and the sea are growing too

Seafood exports, led by shrimp and pangasius, reached USD 10.3 billion in the first eleven months of 2025, up 12.6 percent, with demand driven mainly by the US and China. Fruit and vegetable exports hit a record USD 8 to 8.4 billion, up 18 percent, largely on Chinese demand for durian. Vietnam is also the world's largest producer of Robusta coffee, which it ships to buyers worldwide.

Heavy industry rounds out the list

Iron, steel, and metal products supply construction and manufacturing across the region, though steel export values have been under pressure.

Who's buying?

The United States buys nearly a third of everything Vietnam exports. China and South Korea follow, then Japan and the European Union.

Part two: the services

Physical goods get the headlines, but a growing share of foreign spending goes to Vietnamese expertise. Five service sectors stand out.

Software and IT: the most mature market

Vietnam's IT services market is valued at roughly USD 2.4 to 2.6 billion and is projected to reach about USD 4.4 billion by 2031. Most nearshore demand comes from Japan and the United States.

Manufacturing: from cheap to strategic

Vietnam has moved from low-cost assembly to a manufacturing ecosystem that can handle complex production across many industries. Buyers now come not only to cut costs but to diversify supply chains and reduce dependence on a single country. Electronics contract manufacturing (EMS) is a standout. Certifications such as ISO 9001/14001, BSCI, WRAP, OEKO-TEX, and FSC are now

the minimum for serious global buyers, so a supplier's credentials matter as much as its price.

Logistics and supply chain: growing with the factories

Vietnam's logistics industry is estimated at USD 45 to 50 billion in 2026. Third-party logistics (3PL) is taking a bigger share as manufacturers, retailers, and e-commerce sellers look for flexibility and lower fixed costs. Contract logistics is forecast to grow 7.4 percent a year through 2030.

BPO and call centers: big, but hard to measure

Estimates vary widely with how the sector is defined. One projection puts it at USD 3.6 billion by 2028, growing 6.2 percent a year, while others see faster growth, in some cases as high as 30 percent annually. Customer support and finance and accounting are the two largest segments, and e-commerce and fintech clients account for about 30 percent of new contracts.

Creative and digital: small, but the most interesting

Vietnam's visual effects studios have become some of the most competitive in Southeast Asia. They deliver compositing, animation, and 3D modeling for Netflix originals, Korean streaming platforms, and mid-budget Hollywood films at 40 to 60 percent less than comparable work in India or Thailand.

The takeaway

Vietnam no longer fits a single description. For goods buyers, it is a diversified manufacturing base serving the world's largest economies. For services buyers, it is a growing source of technical, operational, and creative talent. Buyers who approach Vietnam only as a low-cost option are likely to miss the bigger story: it is becoming a reliable long-term partner.

Export figures through November 2025 are based on official Vietnamese trade statistics, as reported by VOV and Vietnam News.

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