

Vietnam's surimi exports hit record high amid rising global demand

29 July 2025 | News

Exports of surimi and fish cakes in May 2025 reached nearly \$31 million



Exports of surimi and fish cakes in May 2025 reached nearly \$31 million

Surimi, a refined and processed minced fish product, is quickly becoming a key driver in Vietnam's seafood export strategy, as the country pivots toward value-added offerings amid rising global demand and tightening competition.

According to Vietnam Customs, exports of surimi and fish cakes in May 2025 reached nearly \$31 million, marking the highest monthly value since the start of the year and a 33 per cent increase compared to May 2024. This brought the total export value for the first five months of 2025 to over \$140 million, up 32 per cent year-on-year, the highest five-month figure in three years.

According to the Vietnam Association of Seafood Exporters and Producers, Vietnamese surimi and fish cake exports saw robust growth across key Asian markets, including South Korea, Thailand, China and Japan.

Each recorded a growth rate exceeding 30 per cent year-on-year. At the same time, Vietnamese exporters are making inroads into newer and more niche markets such as the European Union, Indonesia, the Philippines, and Russia, demonstrating a clear effort to diversify and reduce reliance on traditional buyers.

With demand for surimi rising across Asia, Europe, and North America, Vietnam is well-positioned to benefit due to its abundant marine resources and improving processing capacity. Industry insiders highlight that surimi's versatility in applications, ranging from imitation crab sticks to hotpots and convenience foods, has helped it remain resilient, even during periods of volatility in the broader seafood market.