

MARKET INSIGHT - VIETNAM

CULTURAL FESTIVALS AND EVENTS
FEATURING FRUIT AS GIFTS OR OFFERINGS

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VIETNAM MARKET SNAPSHOT

Gift-giving is a vital element of Vietnamese culture. As in other countries gifts are often given to express affection or gratitude. In Vietnam, however, gift-giving is also used as a way to build interpersonal relationships.

Fruit is a traditional element in Vietnamese gift-giving, and this provides opportunities for Australian exporters, especially growers of fruits considered unusual or exotic.

Throughout the year, there are numerous days on which Vietnamese people typically prepare presents for each other. These include: Teachers' Day, Valentines' Day, Women's Day, Full Moon Festival and house warmings. Gift giving is also an important part of religious and cultural festivals, such as Christmas, New Year and Tet (Lunar New Year).



Premium gifts



In Vietnam, the most common gifts are fruit and flowers. In addition, Vietnamese people frequently gift each other confectionery, fine alcohol, tea and wine. Depending on the recipient, gift givers may prefer goods that are distinctive, hard to find, or new to market. This is why premium fruits are often selected as gifts to highly-valued recipients. Fruits from Australia, New Zealand, Japan, Korea, US are likely to fall into the premium category.

Some fruits are highly fashionable on account of their colour, size and taste. Currently, these include apples, cherries, kiwis, pears, raspberries, strawberries and table grapes. Vietnamese consumers often purchase imported fruits at supermarkets, reliable fruit shop chains or wholesale markets.

Safety is also a factor in fruit selection, which may explain the popularity of imported fruits among Vietnamese gift givers. There is a reported hesitancy among some purchasers to gift locally-grown fruits: the reasons given include quality concerns and fears that pesticide residues may affect health.

If fruit is packaged as a gift hamper, then the colours chosen are an important consideration. Red, yellow and green are popular colours, while dark colours like black should be avoided.

