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# Vietnam Market 2026 Report

DRIVING FORCES OF VIETNAM'S  
ECONOMIC GROWTH



Strategic Intelligence Series

May 2026



# Introduction

## Purpose & Context



This report delivers a comprehensive strategic overview of Vietnam's market landscape in 2026 – synthesizing macroeconomic performance, key investment trends, sector dynamics, and the competitive environment for business leaders and investors navigating this high-growth economy.



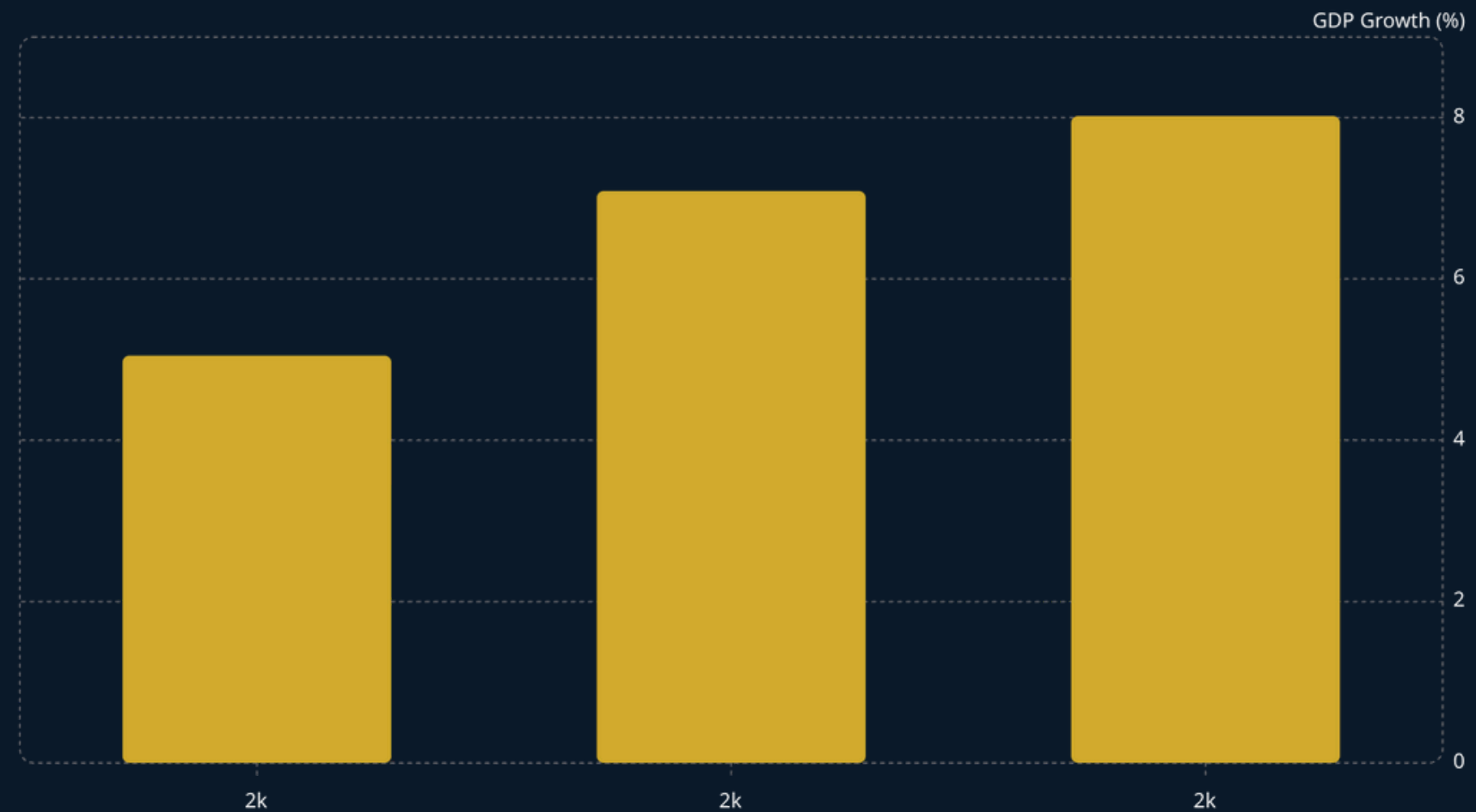
The pages ahead outline Vietnam's macro fundamentals, FDI flows, priority sectors, strategic challenges, and the policy framework driving the country's ambitious push toward a high-value, digitally-transformed economy through 2030.

# GDP & Economic Fundamentals

A defining year of high-value growth ambition.

Vietnam achieved a **8.02%** GDP expansion in 2025, reaching a total economy of **US\$514B**. GDP per capita reached **US\$5,026**, firmly establishing upper-middle-income status.

For 2026, the government targets **~10%** GDP growth. The World Bank projects a still-robust **6.8%**, while Q1 2026 already recorded **7.83%** growth – the highest Q1 in five years.



# Vietnam at a Glance

## Economic Profile

Southeast Asia's standout performer – 100M+ population, trade-to-GDP ratio near 170%, and one of the world's most open economies with 19 active Free Trade Agreements

## Manufacturing Powerhouse

Ranked 3rd in the Asia Manufacturing Index 2026; manufacturing & processing grew 9.97% in 2025 – its strongest rate since 2019. A premier "China+1" relocation destination

## Digital & Green Transition

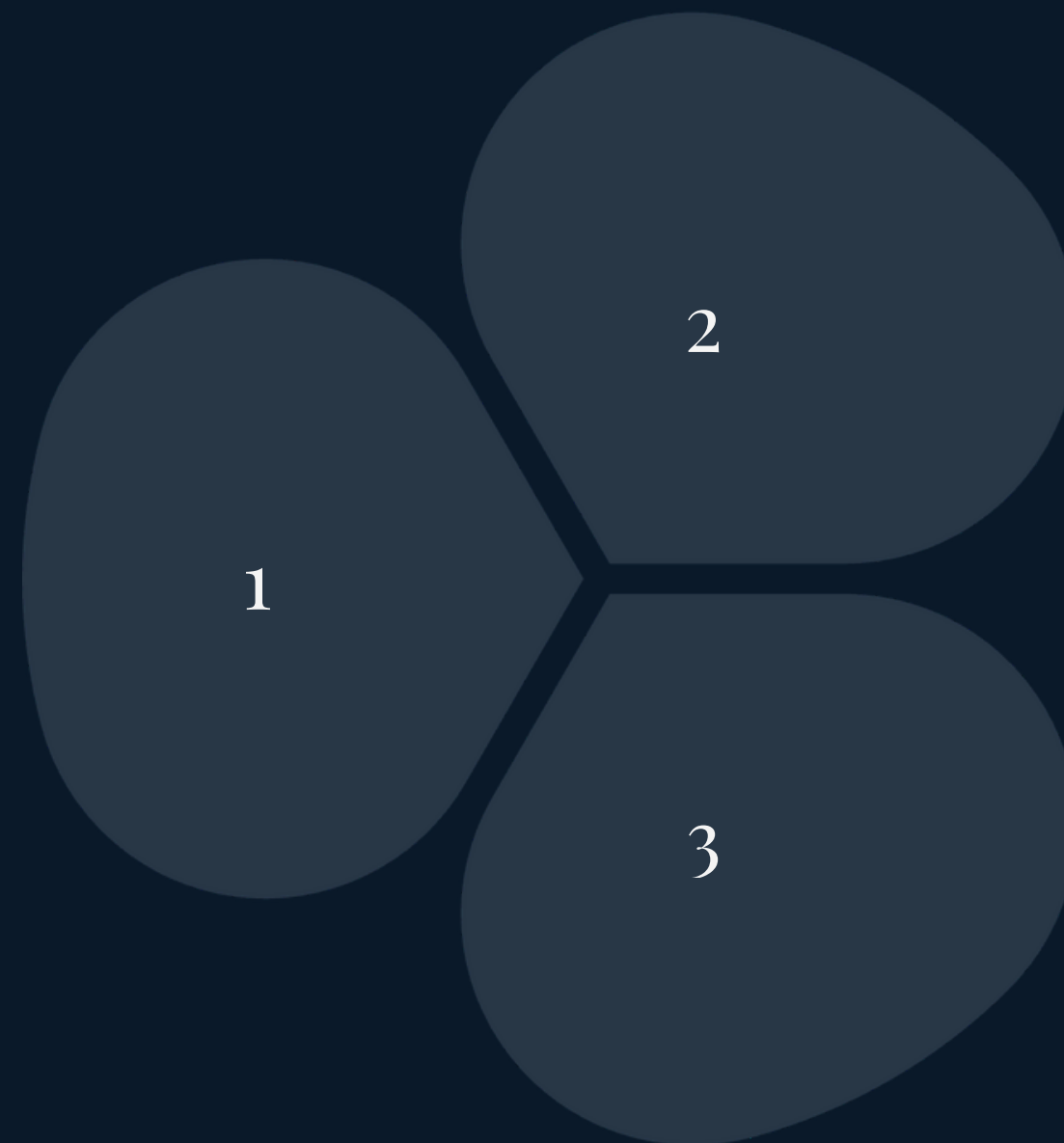
Targeting a digital economy worth 20% of GDP by 2030, with e-commerce surging 22.3% YoY and renewable energy investment accelerating under the Just Energy Transition Partnership (JETP)



# 2026 Priority Objectives

## Hit 10% GDP Growth

Accelerate to double-digit expansion through high-tech industrialization, infrastructure disbursement, and private sector reform under Resolution 198 and Decree 20/2026



## Attract Quality FDI

Target US\$40–50B in annual registered FDI (2026–2030 plan), shifting emphasis toward semiconductors, AI, renewable energy, smart logistics, and data centers

## Digital & Green Leadership

Scale the digital economy to 20% of GDP by 2030, cut logistics costs from 16–20% to 12–15% of GDP, and meet 2050 net-zero commitments via JETP-aligned investments

# Market Environment Snapshot



E-commerce surging 22.3% YoY — digital spending now US\$1.29B/month



Rising middle class driving retail market toward US\$547B by 2030



Global supply chain shifts intensifying Vietnam's "China+1" advantage

Total trade reached US\$930B in 2025 (+18.2% YoY). Exports grew 15.9% while FDI disbursements hit a 5-year high of US\$27.62B. Energy costs and US tariff uncertainty remain the primary near-term headwinds for sustained momentum in 2026.

# Investment Strategy & Key Sectors



## High-Tech Manufacturing

Electronics, semiconductors & precision engineering dominate FDI. Manufacturing attracted 60.8% of Q1 2026 registered capital (US\$9.2B)



## Digital & Data Economy

Digital economy contributes 14% of GDP, growing at 22–25% annually. Capital flowing into AI infrastructure, data centers, and cloud platforms



## Green Energy & Logistics

Logistics market at US\$45–50B growing 14–16% annually. Renewable energy investments accelerating – power & utilities ranked 2nd in Q1 2026 FDI at US\$2.3B



"Vietnam enters 2026 with strong economic fundamentals, a stable political environment, and clear strategic commitments to green and high-tech development – one of Asia's most compelling investment destinations."



# FDI & Trade Highlights



## Investment Outlook

Vietnam's FDI pipeline remains robust – Q1 2026 disbursements of US\$5.41B were the highest first-quarter figure in five years, with 68 countries actively investing across 18 economic sectors.

Total registered FDI surged **42.9%** YoY to US\$15.2B in Q1 2026, led by Singapore (**52%** of new capital) and South Korea (**35.9%**), signaling sustained global confidence in Vietnam's growth story.

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