



 **Vietnam's SMEs Empowerment Report 2025**

Accelerate Vietnam as Southeast Asia's E-Commerce Export Hub



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E-commerce Export can be a game-changer for Vietnamese businesses, offering them unprecedented access to the global marketplace through online export. By embracing this digital revolution, our SMEs can unlock their full potential, fuel economic growth, and showcase the best of Vietnam to the world.

Mr. Tran Thanh Hai

Deputy Director of the
Import-Export Department,
Ministry of Industry and Trade

Import-Export of Vietnam: Landscape & Prospect

Vietnam's export sector plays a crucial role in its dynamic economy. The country has witnessed a remarkable ascent in global export rankings, climbing 23 places from 50th in 2007 to 27th by 2022. This highlights Vietnam's growing significance in international trade. In the first nine months of 2025, total goods exports reached USD 348.74 billion*, marking a 16.0% year-on-year increase.

Vietnam stands at the cusp of a transformative period in its trade history, with ambitions to achieve export growth of 6-7% annually between 2021 and 2030. The nation's export strategy until 2030 centers on fostering sustainable export development. This strategy aims to leverage innovation, the digital economy, the green economy, and the circular economy as new drivers of economic growth.

E-commerce Export presents a significant opportunity for Vietnam's export sector. By harnessing digital capabilities, alongside the country's product innovation and robust production capacity, Vietnam can tap into new avenues for growth. Online retail exports are poised to become a key catalyst that Vietnamese enterprises can leverage to expand their global reach.



Diversifying trade promotion activities in the digital environment is no longer an option but a necessary requirement for enhancing competitiveness, adaptability, and sustainable development of Vietnamese businesses in the international market. E-commerce export has become an essential trend in today's global commerce. Businesses that skillfully utilize this channel will have the opportunity to make significant strides in the international stage. E-commerce export helps overcome geographical barriers, saves time, and broadens a company's market penetration compared to traditional approaches. It may also support 'Made-in-Vietnam' to pursue higher position in global value chain.

Mr. Vu Ba Phu

Director General of the
Vietnam Trade Promotion
Agency (Vietrade),
Ministry of Industry and Trade

Boosting the development of National Digital Economy and Ecommerce 2026-2030

The rapid growth of e-commerce presents Vietnam with significant opportunities. The government's National E-commerce Development Master Plan for 2026-2030 aims to harness this potential, building on a thriving sector that already contributes 12.3% to the country's GDP. E-commerce adoption empowers businesses to expand their market reach, access international customers, and enhance business efficiency through advanced technologies such as AI, Big Data, and IoT. This also fosters innovation, improves customer experience, and leverages supportive government policies.

The government is actively developing the National E-commerce Development Master Plan for 2026-2030, which reflects Vietnam's strong commitment to embracing the digital future. With the right policies and investments, Vietnam is poised to become an emerging player in the global e-commerce landscape. To achieve this, the government has outlined several strategic initiatives, including: creating a supportive regulatory environment to drive innovation and investment, enhancing critical infrastructure, including logistics and payment systems, expanding e-commerce beyond major cities, promoting sustainability, and investing in workforce development.



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As your trusted partner in bringing "Made-in-Vietnam" to the world stage, Amazon is committed to providing the tools, solutions, and programs that enable your global expansion. The future of Vietnamese high quality export is bright, and it begins with entrepreneurs like you.

Larry Hu

Head of
Amazon Global Selling
Southeast Asia

Driving the rise of Vietnam's e-commerce exports:

Amazon Global Selling's next chapter

This year 2025 marks a special milestone.

25 years ago, Amazon first welcomed independent sellers to sell alongside in Amazon's store. This decision has since transformed retail and the opportunity for many entrepreneurs, businesses around the world, including many Vietnamese businesses. This partnership has empowered 2 million sellers worldwide to generate \$2.5 trillion in sales, now representing over 60% of all Amazon sales.

Through that 25-year journey, the global e-commerce landscape is undergoing a remarkable transformation. As the market surges from \$4.25 trillion in 2020 toward a projected \$8.91 trillion by 2030, e-commerce is set to capture 21% of global retail sales by 2025.

As global e-commerce continues its transformation, Vietnam is emerging as a rising player in global e-commerce value chain, positioning itself among the world's fastest-growing export markets with 14%+ growth. With exports reaching US\$405 billion in 2024, Vietnamese businesses are seizing unprecedented opportunities in the digital economy.

This momentum is also reflected on Amazon, where many Vietnamese businesses have achieved remarkable global success - a clear proof of the power of Vietnamese entrepreneurship today.

Today, thousands of Vietnamese entrepreneurs export and sell their products globally through Amazon.

- Vietnamese selling partners have achieved an impressive **35% year-over-year increase in the number of products sold.**
- The number of **Vietnamese businesses registered in the Brand Registry on Amazon surged nearly 30% in 2025.**

To celebrate this remarkable journey and inspire the next generation of Vietnamese entrepreneurs and exporters, I am proud to present **Amazon's Vietnam SME Empowerment Report 2025**. This report not only documents the achievements of Vietnamese businesses on Amazon but also provides insights into the transformative power of e-commerce exports.

Through compelling success stories - from VIDA Farm's category leadership to Green Mekong's manufacturing excellence and NEWBAM's brand building success - this report illustrates how Vietnamese entrepreneurs are revolutionizing global commerce. These stories serve as blueprints for businesses ready to embark on their own global journey.

As your trusted partner in bringing "Made-in-Vietnam" to the world stage, we're committed to providing the tools, solutions, and programs that enable your global expansion. The future of Vietnamese e-commerce is bright, and it begins with entrepreneurs like you.

Let's build this future together, with the same customer obsession and innovative spirit that makes every day Day 1 at Amazon.

At a Glance

Celebrate 25 years of independent sellers partnership

More than **60%** of sales in Amazon's store are from **third-party selling partners**, including those from Vietnam, most of which are small and medium-sized businesses.

More than

\$2.5 trillion

sales in Amazon stores generated by selling partners during the last 25 years



Empowered businesses to reach customers across

200+

countries & territories



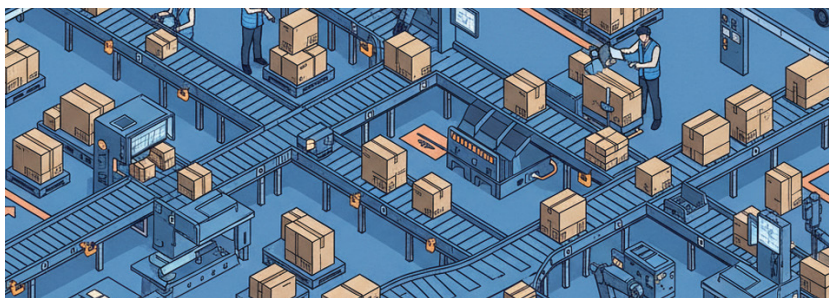
Granted access to

23
marketplaces globally



2 million

selling partners worldwide, including those from Vietnam



Attracted **Hundreds of millions** active customer accounts worldwide



Vietnamese Selling Partners on Amazon: 2025 Key Growth*

Vietnamese businesses are expanding their presence on Amazon, with

thousands

now selling and exporting globally



Products sold by Vietnamese selling partners on Amazon increased by

35%

year-over-year.



Vietnamese selling partners' branded products on Amazon achieved

40%

growth in sales.



The number of Vietnamese selling partners achieving annual sales over

\$1 million

on Amazon grew by

60%

in 2025.



Amazon empowered Vietnamese businesses to export

millions

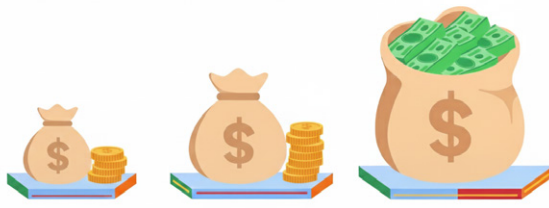
of products globally every year.



The number of Vietnamese selling partners enrolled in Amazon's Brand Registry program grew by

30%

year-over-year.



Vietnamese selling partners reaching annual sales of

\$500,000

or more

on Amazon increased by

30%

in 2025.



(*) In the trail of 12 months ending on July 31, 2025, compared with the same period of the previous year.

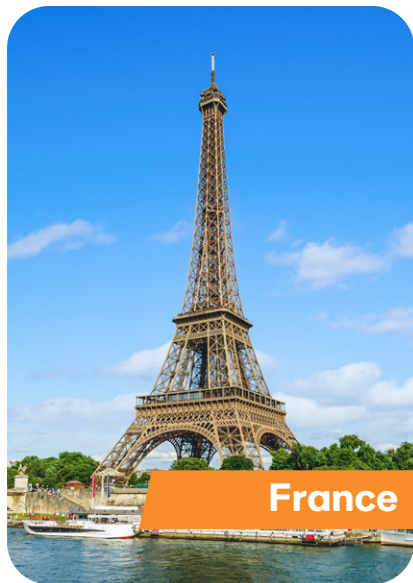
Top Amazon Marketplaces for exporters from Vietnam



Australia



Canada



France



Germany



Italy



Japan



Mexico



United Arab Emirates



United States



United Kingdom

The top 5 categories of Vietnamese selling partners on Amazon*

Apparel



Beauty



Home



Health & Personal Care



Kitchen



Amazing place to launch & build successful brands

Amazon Global Selling is making exports easy by providing Viet brands access to hundreds of millions of customers globally. From entrepreneurs starting a new brand to well-established brands known in households around the world, Amazon is creating an amazing place for businesses of all sizes to launch and build a successful brand. This includes creating and showcasing a brand's unique story, driving customer discovery, helping them attract customers, and enabling brands to develop long-term customer relationships and loyalty. Amazon offers a range of new and improved tools, programs, and services that help brands scale and grow.



Amazon has become a powerful bridge for VINUT to bring natural, healthy beverages from Vietnam to millions of global customers. With Amazon's vast reach and powerful selling tools, we've built a strong 'Made-in-Vietnam' brand, expanded our reach, and achieved sustainable growth. It's the ideal marketplace for innovative Vietnamese manufacturers to reach worldwide consumers and scale globally

Mr. Peter

Chief Marketing Officer
of Vinut



Brand Store

Amazon Stores allows brand owners to showcase their brand and products in a multi-page, immersive shopping experience all built around their brand's products. Brand Stores are an easy way for customers to discover a brand in Amazon's shopping experience and also have unique branded URLs for customers to navigate to directly. Selling partners can leverage pre-designed templates and use simple drag-and-drop tools to customize their Store without ever having to write a line of code.



Brand Tailored Promotions

Brand Tailored Promotions is a new way to acquire new customers & encourage repeat purchases by offering exclusive discounts to select customer audience segments including brand followers, recent, repeat, and high-spend customers. Brand Tailored Promotions unlocks a new way for brand owner to build and maintain customer loyalty by truly personalizing promotions based on a customer's past purchase history in your store. At the same time, this more focused approach can help you maintain or even reduce your overall marketing spend.



Brand Analytics

Brand Analytics dashboards provide selling partners a suite of insightful tools that provide actionable data including customer purchase behavior, competitive analysis, and search optimization. This tool now features more new search Analytics Dashboards give selling partners a new views into their audiences' shopping funnel and the top queries relevant to their brand. The two new Search Dashboards join Amazon Brand Analytics' growing list of analytic tools including Repeat Purchase Behavior dashboard, Market Basket Analysis, Demographic dashboard and Search Terms.



Powerful Advertising & promotion solutions

Amazon has a wide range of powerful advertising and promotions capabilities that provide brands with great value when trying to get their products discovered.

Sponsored Brands helps customers discover brands with creative, multi-product ads that appear in relevant Amazon search results.

Sponsored Products are cost-per-click ads that promote individual product listings in Amazon's store. In just a few minutes, selling partners can create a custom campaign tailored to their objectives.

Amazon Live is a shopping experience that leverages real-time brand interaction, offering live product demonstrations to educate audiences on product features and benefits, and helping customers make more informed buying decisions. Deals and Coupons provide selling partners with a wide range of discount options to attract new customers and drive conversion.

Innovative capabilities to empower exporters' success

It takes a lot to run a small business. Partnering with Amazon allows selling partners to benefit from powerful, cost-effective capabilities that leverage Amazon's scale and technological innovation. As a result, selling partners can spend more time focused on inventing amazing products and driving customer delight and less time dealing with complex logistics, warehousing, fulfillment, customer service, or other challenging aspects of running a business.



For an SME like Green Mekong, resource optimization is key. Amazon's advanced AI suite has become our force multiplier, allowing a lean team of just four to operate with the efficiency of a global enterprise. We leverage Generative AI for compelling product listings, utilize Video Generator to instantly create rich media assets, and rely on Project Amelia as our intelligent sales assistant for real-time business insights. These innovative solutions have empowered us to streamline operations and compete confidently on the global stage, proving that with the right technology, size is no longer a barrier to success.

Ms. Tran Ngoc Lam Giang
CEO of Green Mekong



Seller Assistant

AI - Powered



Powered by Amazon Bedrock, Seller Assistant has evolved into an always-on, agentic AI-powered partner that helps sellers launch, manage, and grow their business. Going beyond simple responses, it can now reason, plan, and proactively execute tasks with the seller's permission. This intelligent agent anticipates needs before they arise - whether it is safeguarding account health, monitoring compliance updates, or optimizing inventory management. By continuously learning and adapting to specific business contexts, this evolution will integrate more seamlessly across the entire selling experience, helping selling partners spend more time focusing on product innovation and customer relationships while Seller Assistant handles making selling in Amazon's store more efficient, strategic, and successful.

Ads Creative Studio

AI - Powered



Ads Creative Studio democratizes access to world-class creative production, bridging the gap between small businesses and global brands. Leveraging advanced generative AI, this tool empowers sellers to instantly generate not just professional-grade videos, but also captivating lifestyle imagery from simple product shots. Moving beyond basic white backgrounds and single scenes, sellers can now create diverse, multi-scene visual narratives that resonate with global audiences - all at no additional cost. This innovation removes production barriers, enabling Vietnamese sellers to launch high-impact campaigns that drive engagement and tangible revenue growth.

Product Opportunity Explorer

AI - Powered



Product Opportunity Explorer is getting a powerful AI upgrade to help sellers make smarter product decisions. The tool now transforms billions of customer interactions - searches, clicks, and purchases - into actionable insights, instantly revealing which features matter most, where demand is trending, and what customers expect to pay. Two new AI-powered features enhance the platform: Unmet Demand Insights identifies market gaps by analyzing customer searches that don't result in purchases, then generates product recommendations with demand forecasts. Niche Product Overview spotlights promising opportunities in smaller categories, providing crucial metrics like search volume, must-have features, and pricing benchmarks. Together, these enhancements help sellers quickly identify and evaluate new product opportunities that previously required weeks of research. By understanding customer needs more precisely, sellers can launch products with greater confidence and higher potential for success.

Enhance My Listing

AI - Powered



Amazon is redefining content creation with advanced generative AI capabilities. Sellers can now instantly generate compelling, SEO-optimized product titles, bullets, and descriptions by simply providing a few keywords or pasting a URL from their own website. This streamlines the listing process, ensuring high-quality, engaging content that drives conversion. Crucially for international expansion, it assists with localization and language barriers, helping Vietnamese brands present a polished, professional image to global customers without the heavy lifting of traditional copywriting.

Fulfillment by Amazon (FBA): Driving sales & returning time to selling partners

To enable fast and hassle-free shipping that benefits both the exporter and customer, Amazon provides FBA, a program that allows businesses to outsource order fulfillment to Amazon. With FBA, exporters can send products to Amazon fulfillment centers; whenever a customer makes a purchase, Amazon picks, packs, and ships the order. It empowers Vietnamese exporters to scale their businesses globally by helping them offer a superior customer experience. FBA leverages the Amazon customer service network stretching around the globe, managing customer inquiries and enabling refunds and returns for orders.

Amazon Global Logistics (AGL) Launch

In 2025, Amazon Global Logistics (AGL) is introduced directly from Vietnam, marking a pivotal milestone for local exporters. AGL provides seamless, cost-effective transportation for shipping FBA inventory directly to Amazon Fulfillment Centers or Amazon Warehousing & Distribution (AWD) in the U.S. This end-to-end service streamlines the entire journey, covering origin pickup, ocean transport, customs clearance, and delivery.

Offering Full-Container-Load (FCL) and Less-than-Container Load (LCL) options from Haiphong and Ho Chi Minh City by Standard Ocean and Fast Ocean to strategic U.S. destinations, AGL ensures flexibility for businesses of all sizes. The service features versatile inventory placement options, including Amazon Managed Placement (AMP) for optimal distribution, Minimal Shipment Splits (MSS) for consolidation, and Seller Managed Placement (SMP) for direct shipping without inbound fees.

Amazon SEND (Seller Export & Delivery) Upgrades: Hassle-free Inbound Logistics & Supply Chain Management

Amazon SEND is a Seller Central-integrated, Cross-Border Partner Carrier Program that allows Selling partners from an origin country to ship inventory through an Amazon-partnered carrier to Amazon Fulfillment Centers (FCs) in a destination country. Through this program, selling partners can seamlessly proceed their shipping process end-to-end, covering book, ship, track, and pay within Seller Central.

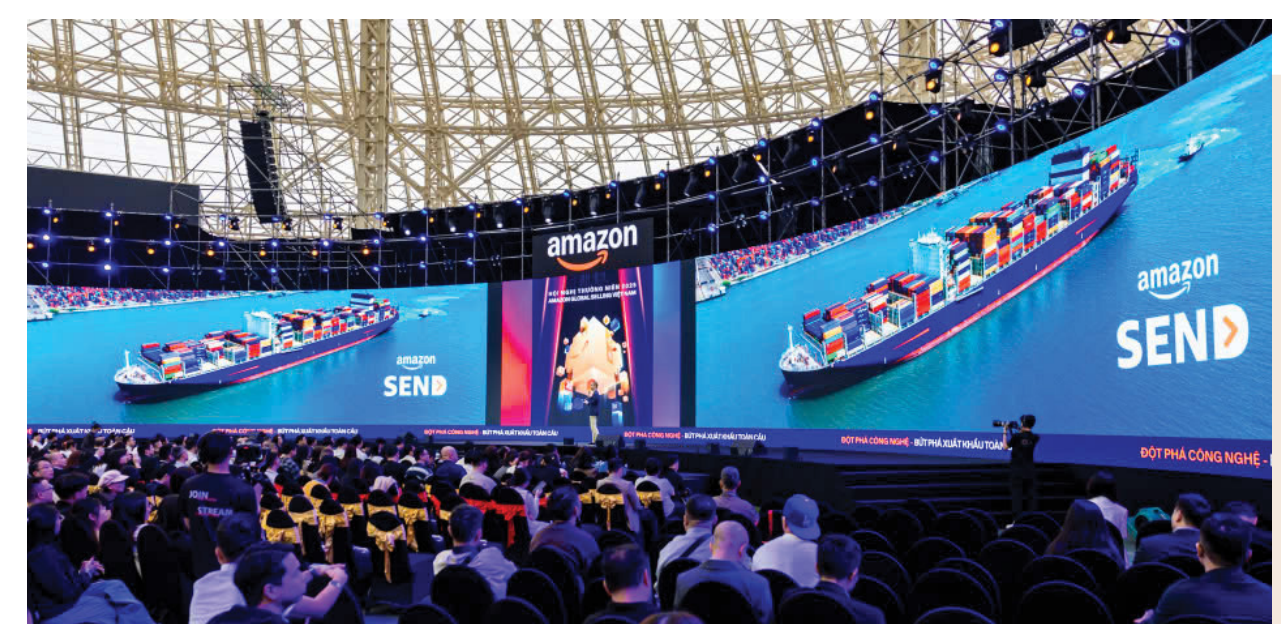
Amazon SEND now includes two new carriers, bringing the total to six shipping services (4 Air, 2 Ocean) and includes an enhanced last-mile delivery feature that can help selling partners reduce costs by up to 20%. These enhancements provide sellers with greater flexibility, faster transit time and more competitive pricing, with potential shipping cost reductions of up to 30%.

Amazon Warehousing & Distribution (AWD) Expansion

Amazon Warehousing and Distribution (AWD) is a low-cost bulk storage solution that distributes your inventory to the Amazon store and non-Amazon sales channels while keeping operating costs minimized.

Addressing the critical pain point of limited storage capacity, particularly during peak seasons, AWD sets no storage capacity limits and maintains stable storage fees year-round.

To deliver flexible, low-cost bulk storage at scale, the AWD network is doubling to a total of 12 distribution centers, introducing a new palletization pricing scheme tailored for large shipments. These enhancements allow selling partners to store inventory in bulk closer to customers, thereby reducing last-mile fulfillment costs and leveraging improved auto-replenishment features to streamline global supply chain operations.



Awake local communities

The success of Vietnamese selling partners on Amazon is not just about economic growth; it's also about empowering local communities and showcasing the nation's rich heritage to the world. From revitalizing traditional craft villages to propelling the furniture industry and enabling agricultural products to reach global markets, e-commerce export is creating a ripple effect of positive change across Vietnam.

Viet-Craft Villages Go Beyond



The flourishing landscape of e-commerce export has breathed new life into Vietnam's traditional craft villages, empowering local artisans and leveraging the nation's rich cultural heritage. The traditional villages of Nam Định, Hà Nam, and Chương Mỹ, renowned for their generations-old craftsmanship in bamboo and rattan weaving, woodwork, embroidery, and lacquerware, are now bustling hubs of online activity.

With over **5,400 craft villages** across the country, representing a diverse range of skills and traditions, the potential for growth in the online marketplace is immense.

Through e-commerce export, these skilled artisans can showcase their unique creations to a global audience, transcending geographical limitations and connecting directly with customers who appreciate the beauty and artistry of their work. The increased demand for authentic, handcrafted products has not only revitalized these villages economically but also instilled a sense of pride and purpose in the local communities.

Viet-Furniture Go Big

The furniture industry in Vietnam is now making its mark on the global stage thanks to the power of e-commerce export. Many locales such as Binh Duong province, thriving hubs for furniture production, have seen a surge in online exports, with local businesses leveraging e-commerce like Amazon to reach customers worldwide. Consumers from the United States to Europe are discovering the allure of Vietnamese-made furniture, known for its unique designs, high-quality materials, and affordability.

“Leveraging the abundant local raw materials and skilled workforce in Binh Duong, where we decided to put our factory”, Mr. Trung, founder of Tidita, a Vietnamese wooden kitchenware brand, confidently stated, “we believe that Vietnamese businesses like us can compete on a level playing field with major global suppliers through our reputable brands and high-quality products”.

The shift towards e-commerce export has not only boosted export revenues but has also fostered innovation and product diversification within the industry. Local manufacturers are now able to respond more quickly to global trends and customer preferences, leading to the creation of unique and high-quality furniture pieces that resonate with international markets. As the world increasingly embraces online shopping, local furniture manufacturers are now well-positioned to continue their upward trajectory, solidifying Vietnam's reputation as a global furniture powerhouse.

Viet-Agri Go Global

The transformative power of e-commerce export is also revolutionizing Vietnam's agricultural sector, enabling farmers and producers to reach a global audience. The fertile lands of Lam Dong, known for their high-quality herbal teas, and the cashew-rich regions of Binh Phuoc, Long An are witnessing a digital agricultural revolution.

As Ms. Truc, Founder of NewBam, a Vietnamese cashew brand, aptly stated, “With the determination to go beyond old limits and unwavering persistence, even something as small and familiar as cashews can be transformed and achieve great success”.

The global demand for Vietnamese agricultural products, renowned for their quality and unique flavors, has surged, creating new opportunities for rural communities. Through e-commerce export, these farmers and producers can now bypass intermediaries and connect directly with consumers worldwide, build their brands and sustainable livelihoods.



Local initiatives to empower local businesses to export

Amazon is committed to empowering Vietnamese businesses to thrive on the global stage. Through a robust suite of initiatives from educational programs to partnerships with government’s agencies and associations, we’re fostering a dynamic playyard that supports local exporters at every step of their journey.



NAMI: Vietnam’s one-stop Hub for Training, Support and Seller Community Growth

NAMI is a one-stop enablement platform designed to empower Vietnamese entrepreneurs at every stage of their e-commerce export journey with Amazon Global Selling. Bringing together Amazon’s core educational programs, expert-led training, and active community channels—including Zalo OA, Zalo Open Chat, and direct engagement with the Amazon Global Selling team—NAMI serves as a one-stop destination where businesses can learn, connect, and grow.

The initiative has already made a significant impact, supporting over 16,000 entrepreneurs and delivering measurable results: participants demonstrate 2x higher launch readiness on Amazon and achieve a

22% lift in GMS productivity*. NAMI’s comprehensive support framework guides selling partners through three distinct phases. Newcomers gain essential knowledge through the Startup Passport, while the BOLD Start program accelerates time-to-launch. For experienced sellers, AtoZ Turbo provides sophisticated strategies to drive sustainable, million-dollar growth.

By combining education, community, and hands-on support, NAMI is shaping a stronger, more competitive generation of Vietnamese global entrepreneurs.



Strategic Partnership with VIETRADE

At the 2025 E-commerce Export Summit, Amazon Global Selling and the Vietnam Trade Promotion Agency (VIETRADE) officially announced a groundbreaking three-year partnership, unveiling the “V-Brands Go Global with Amazon” initiative. Spanning from 2025 to 2027, this strategic program is designed to accelerate the success of Vietnamese enterprises in the global market with targets: to provide comprehensive e-commerce export training and certification for 1,000 Vietnamese businesses, and to support 30 Vietnamese national brands in building their international presence. By equipping local manufacturers with essential knowledge and skills, this partnership aims to transform them into globally competitive brand builders, ensuring sustainable development in the digital trade environment.



Service Provider Network (SPN) Development

Service Provider Network (SPN) comprises a group of professionals vetted by Amazon, offering a variety of services aimed at assisting selling partners in navigating and succeeding within the Amazon marketplace. To establish a robust support backbone for Vietnamese exporters, this network connects businesses with over 60 qualified domestic and international service providers. These providers offer comprehensive coverage across more than 10 distinct service categories, including Logistics, Advertising Optimization, Brand Registry, Account Management, Compliance, Payment, Insurance, and so on.

To maintain high standards, every service provider undergoes a careful rigorous initial assessment and continuous annual performance reviews by Amazon to ensure consistent quality and stability. This structure allows selling partners to easily filter by category and connect with the right professionals through updated contact information, removing operational bottlenecks. By leveraging this vetted network, selling partners can access specialized solutions to professionalize their operations and drive sustainable business growth on the global stage.



Building a Thriving Seller Community

In 2025, Amazon Global Selling Vietnam strengthened its commitment to seller success by fostering a vibrant, collaborative seller community where entrepreneurs learn and scale together.

The focus was on direct engagement and peer learning. Monthly office hours, CEO meetups, and the Seller Community Summit connected sellers with Amazon leadership and with each other—sparking organic knowledge sharing and building a self-sustaining support network.

A major milestone was the launch of the Amazon Titans Club in June 2025, an exclusive group pairing established brand owners with emerging sellers. This mentorship ecosystem accelerates learning and equips new entrepreneurs with the clarity and confidence to build global brands.

The community-driven approach has cultivated a new generation of sophisticated sellers ready to innovate, launch globally, and scale - strengthening Vietnam's long-term competitiveness in global e-commerce.



Seller Education: Empowering Through Education & Capabilities Development

Seller Education serves as the centralized, authoritative hub for Vietnamese-localized learning, delivering high-quality content across eight core e-commerce domains. In 2025, the program strategically scaled seller capability nationwide—reaching 80,000+ attendees through 90+ live webinars and achieving 600,000+ Seller University completions with 99.8% satisfaction. The initiative advanced education across critical domains, including Account Registration, Account Health, Product Selection, Logistics & Fulfillment, Brand Building & Protection, Advertising, Business Planning, and Listing & Compliance, while expanding its reach beyond active sellers: 300+ new sellers joined hybrid BOLD Start Course and 4,000+ students from eight universities via UniTour, contributing to the development of Vietnam's future e-commerce workforce. By offering a comprehensive learning ecosystem through self-paced courses, live webinars, and cohort-based programs, Seller Education strengthened seller readiness for global expansion and expedite Vietnam's position as Southeast Asia's e-commerce export hub.



Unlock Viet's potential, Widen Viet-selections

Selection Guidebooks, launched by Amazon Global Selling Vietnam in 2024-2025, provide strategic, data-driven roadmaps for Vietnamese selling partners entering the U.S. market via Amazon. These guides combine Amazon demand signals, expert analysis, and seller insights to offer clear product development direction, compliance guidance, and go-to-market strategies.

The initiative's success is exemplified by the Grocery Category Guidebook, which achieved remarkable engagement with 1K+ downloads, 1.3M+ YouTube Shorts views, and 50K+ conference livestream viewers. With Vietnam's Grocery GMS to the U.S. growing +84% YoY in 2024 and reaching \$19.5M YTD Oct'25, Grocery Category Guidebook provided timely, high-impact intelligence that strengthened selling partners readiness and informed industry stakeholders.

Through multi-channel activities including webinars, contests, and community engagement, the guidebooks have successfully strengthened seller readiness and expanded Vietnam's presence on Amazon and accelerate sustainable growth across the country's grocery export.



Download the Grocery Guidebook

to uncover global consumer trends and growth opportunities in Dried Fruits & Vegetables, Spices & Seasonings, and Tea & Herbal Infusions.



Download the Home Decor Guidebook

to unlock strategic insights and timing frameworks to turn Vietnamese craftsmanship into top-selling U.S. home decor SKUs.



Download the Beauty Guidebook

for key global consumer insights and data-driven opportunities across high-potential beauty segments.



Download the Furniture Guidebook

to leverage Vietnam's #1 exporter advantage and navigate the \$317.5B U.S. market with proven frameworks for profitable brand growth.



Click to discover Product Selection Hub:

<https://amzn.to/4mwoXB2>

"Proud of Vietnam" Go Global stories

Viet wooden product: Embrace a modern trade route

● **Manufacturer:** GREEN MEKONG | **Category:** Home Decor



Born from the legacy of Thien Minh Wood - a "silent giant" with 20 years of traditional B2B manufacturing - Green Mekong symbolizes a shift from the old export model to a modern trade route. This transformation is led by the next generation, fueled by a father's profound commitment to his daughter: "If you sell products from the Mekong, I will support you no matter the cost." Empowered by this trust, CEO Lam Giang and her Gen Z team are stepping out of the shadows of OEM manufacturing. By mastering this digital pathway, they are reclaiming the value of indigenous materials and asserting themselves as a proud global brand owner, proving that Vietnamese craftsmanship can lead the way in the new economy.

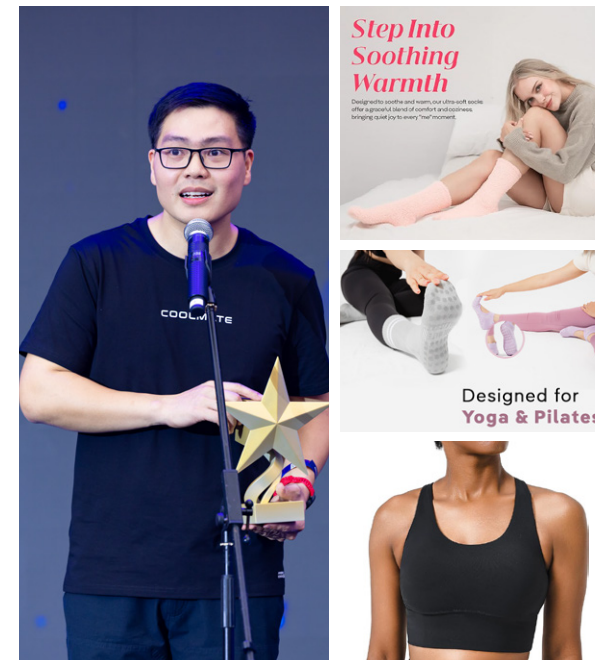
Started as a traditional B2B manufacturer before successfully transforming into a B2C E-commerce exporter, Green Mekong's diverse product portfolio now spans indoor, outdoor, and lifestyle categories. Despite operating with a streamlined team, the company achieves the operational scale of a large enterprise by aggressively leveraging Fulfillment by Amazon (FBA) for logistics and adopting advanced Generative AI tools for listing optimization and creative production.

However, this transformation also demanded a complete shift away from their traditional mass-production approach to embrace the meticulous standards of direct-to-consumer retail. The team had to re-engineer products into smart "knock-down" assembly models and upgrade packaging to survive the journey to the customer's doorstep. Driving this machine is a "special task force" of just four Gen Z members who use global customer reviews on Amazon to directly inform R&D back at the factory, constantly elevating product quality.

The results speak volumes about this generational synergy. Within just 12 months, six of Green Mekong's products earned the "Amazon's Choice" badge, and its flagship Deck Tile reached the #1 spot on the "Most Wished For" list. Yet, for CEO Lam Giang, "Green" stands for more than a color; it signifies Responsibility - to the environment, to the product, and to the ambition of elevating Vietnam's position in the global value chain.

Viet Apparel: Shining your own light

● **Brand:** COOLMATE | **Category:** Apparel



Unlike traditional garment giants with decades of history, Coolmate is a young startup born from a bold ambition: to build an iconic fashion brand that is "Proudly Made in Vietnam." Led by a young generation of entrepreneurs, they chose a distinct path - bypassing the traditional contract manufacturing model to "shine their own light" as a direct-to-consumer brand. By combining accessible pricing with superior technology and a customer-centric culture, Coolmate is proving that Vietnamese fashion can compete globally through innovation and brand value, not just low labor costs.

Coolmate's rise is defined by a refusal to engage in a "race to the bottom" on price. Instead, CEO Pham Chi Nhu adopted a "product-led growth" philosophy, leveraging Amazon's Product Opportunity Explorer to analyze market data down to the "stitch." This allowed them to precisely identify gaps in the market and develop high-utility basics - like sports socks and moisture-wicking underwear - that specifically cater to US consumer preferences. To ensure these products stood out for their quality rather than just price, Coolmate also invested in obtaining sustainability certifications, building immediate trust with international customers.

This commitment to excellence extended to their operations. By adopting Fulfillment by Amazon (FBA), Coolmate solved the complex logistics puzzle, ensuring fast delivery to American doorsteps. They even innovated their packaging - utilizing vacuum-sealing techniques - to optimize storage space and reduce FBA fees. This comprehensive strategy, supported by close collaboration with the Amazon Global Selling Vietnam team, propelled their sports socks to the prestigious "Best Seller" badge with over 25,000 monthly orders. Now honored as "The Rising Star 2025," Coolmate views Amazon as its strategic launchpad to derive 50% of its revenue from global markets by 2030.

Viet Grocery: New contributor to Vietnam's export (VIDA FARM)

● Brand: VIDA FARM | Category: Grocery



Vida Farm is a testament to the richness of Vietnamese agriculture and the global potential of its produce. Founded by Ms. Vida with a deep passion for traditional herbal remedies, the company embarked on a bold transformation: evolving from a raw material supplier into a proud global brand owner. By elevating familiar local ingredients like soursop, bitter melon, and hibiscus into premium wellness products, Vida Farm has proven that Vietnamese agricultural goods can compete at the highest level. In just its first year on Amazon, the brand achieved a million-dollar revenue milestone, turning a local aspiration into a global success story.

Recognizing the shifting landscape of international trade, Vida Farm moved beyond the traditional model of bulk exports to focus on creating a distinct consumer brand. This strategic pivot allowed them to maximize the value of agricultural produce through a "From Seeds to Sip" philosophy. By utilizing the Product Opportunity Explorer, the brand identified a growing demand among young, health-conscious consumers for natural beverages. Consequently, they invested in R&D to transform humble roots and leaves into high-quality herbal teas, ensuring every product is hand-picked and processed to retain its original flavor and nutritional value.

To execute this vision, Vida Farm utilized Amazon's comprehensive suite of tools to build trust and efficiency. Brand Registry and A+ Content enabled them to narrate a compelling story of sustainability and meticulous craftsmanship, while Fulfillment by Amazon (FBA) solved complex logistics challenges to deliver a seamless customer experience. This commitment to quality paid off significantly. Within just one year, the brand's products raced to the Top #1 and #2 spots in the herbal tea category and maintained a stellar 4.7+ star rating, affirming the position of Vietnamese agricultural products on the world stage.

Viet Beauty: A Blend of Local Resource & Modern Technology

● Brand: ABERA | Category: Beauty



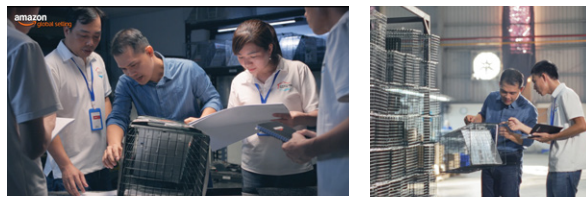
The Vietnamese beauty industry, rich in natural resources and traditional remedies, is undergoing a remarkable transformation, embracing modern technology and e-commerce to reach a global audience. The country's abundant natural ingredients, such as coconut, grapefruit essential oil, aloe vera, turmeric, bee glue, lemongrass, lime, etc., have long been recognized for their effectiveness in personal care and beauty.

However, Vietnamese beauty brands have still faced challenges in establishing a strong presence in the global market, dominated by established players from South Korea, Japan, and Western countries. The rise of e-commerce export has leveled the playing field, providing Vietnamese beauty brands with unprecedented access to international customers.

Abera, a young Vietnamese cosmetics brand founded by male leadership exemplifies this success story. By focusing on specialized products that cater to specific customer needs and leveraging natural ingredients sourced locally, Abera has carved a niche for itself in the competitive global market. The brand's commitment to quality, combined with its effective use of Amazon's tools and services (Amazon's Product Opportunity Explorer, Brand Registry, Fulfillment by Amazon - FBA...), has resulted in impressive sales, reaching million-dollar revenue in under a year. Abera also boasts a remarkable 95% positive rating on their store and has seen a 5-6 times increase product selling conversion rate, demonstrating their ability to understand and cater to international customer needs on Amazon. Abera's journey demonstrates the potential of Vietnamese beauty brands to thrive on the global stage, blending local resources with modern technology and e-commerce expertise.

Weaving Global Aspirations into Vietnam's Manufacturing Heart

● **Manufacturer:** KUNJEK | **Category:** Tool & Home Improvement



They recognized Vietnam's potential, combining its abundant natural resources with a skilled, dynamic young workforce. Kunjek harnessed this synergy to create high-quality, competitively priced products in Tool & Home Improvement categories that resonated with evolving consumer preferences worldwide. Their transition to B2C wasn't just about expanding markets—it was about redefining possibilities.

Instead of rushing into growth, Kunjek took a strategic, innovation-driven approach. Investments in Research and Development fueled product evolution, ensuring their offerings remained ahead of shifting customer demands. With Amazon's robust infrastructure, they scaled efficiently—leveraging Fulfillment by Amazon (FBA) for seamless logistics while strategically utilizing the Merchant Fulfillment Network (MFN) for flexibility with bulkier products.

At the core of their success is a disciplined approach to a robust Profit and Loss (P&L) management strategy. With Amazon's analytical tools, Kunjek gains real-time insights into revenue streams, costs, and profit margins—enabling data-driven decision-making and sustained brand momentum. They have also leveraged A+ Content to enhance product storytelling, driving engagement, conversions, and visibility.

Kunjek's journey is a testament to the power of adaptability and vision. Their shift to B2C is more than expansion—it's a commitment to continuous evolution. By blending tradition with innovation, they seize the opportunities while staying true to their craftsmanship, proving that a deep-rooted dedication to excellence can drive global success.

Viet Taste to The World

● **Brand:** NEWBAM | **Category:** Grocery



Vietnam's agricultural sector has long been a powerhouse, boasting a bounty of tropical fruits, vegetables, and cash crops. In recent years, a new trend has emerged: Vietnamese agricultural products are undergoing a delicious transformation, adding value and capturing the world's attention. One stellar example is NewBam, a Vietnamese company that produces ready-to-eat, flavored cashews.

NewBam recognize the global potential of this beloved nut and took the initiative to create a product that caters to international tastes. They focus on the American market, where they noticed a growing demand for healthy and convenient snacks. Through market research and product testing, NewBam introduces smaller, on-the-go packs of cashews in various flavors, including salted, caramel, wasabi, and tom yum. Leveraging Amazon's global network, NewBam has expanded its reach to a large international customer base. In particular, Amazon's Fulfillment by Amazon (FBA) service has been invaluable to NewBam, handling storage, packing, shipping, and customer service, allowing the company to focus on product development and marketing.

The results are impressive. NewBam quickly achieves some first signals of success on Amazon, earning high product ratings and strong rankings. They even earn the coveted "Amazon Choice" badge, further solidifying their position in the market. NewBam's story exemplifies the growing sophistication of Vietnamese agricultural enterprises. These businesses are moving beyond simply exporting raw materials and are instead creating unique, shelf-stable products that cater to international palates. This strategic shift is sure to propel Vietnam's agricultural sector even further onto the world stage.



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