

# THE VIETNAM SWINE MARKET TRACKING REPORT

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**Ipsos Business Consulting**

Build · Compete · Grow



## FACT-BASED GROWTH STRATEGY CONSULTING

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We are a purpose-driven consultancy that believes knowledge empowers your organisation and enables you to create opportunities and generate growth in your chosen markets. We provide you with this knowledge through a structured set of sales and marketing strategy solutions that draw upon our network of market specialists and consultants who have unparalleled on-the-ground knowledge and extensive experience in key established, emerging and frontier markets around the world.

Here at Ipsos Business Consulting we are united and driven by our mantra **"Build • Compete • Grow"** — three words that encapsulate who we are and what we do.

**Build** Establish firm foundations for new lines of business that match client resources to the strongest opportunity within their chosen market.

**Compete** Devise winning business models that will outperform the competition.

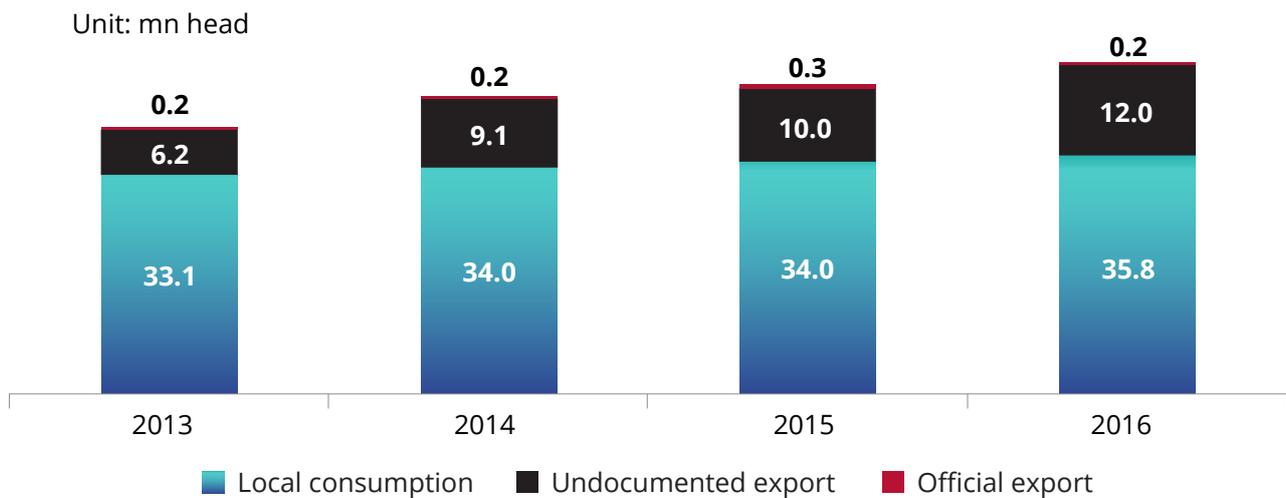
**Grow** Improve top-line growth for developed and emerging markets.

# SWINE MARKET SNAPSHOT

In the Vietnam Swine Market paper released in 2018, Ipsos Business Consulting explored the prospects for Vietnam’s swine industry in 2017 and beyond, by examining the swine supply versus the demand during the period 2013-16.

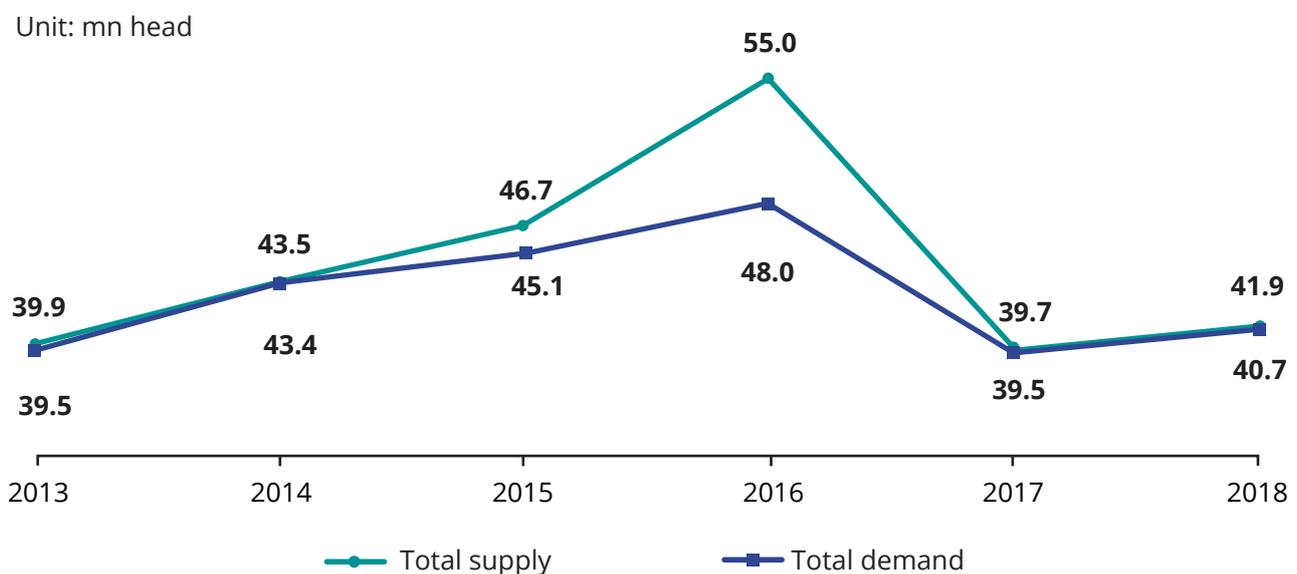
Between 2013 and 2016, Vietnam’s local hog population has grown at CAGR of 11.0 percent, leading to a supply of 54.46 million head. Vietnamese swine farms had seen surging hog farm-gate prices as a positive signal to increase the sow herd. The sow population peaked at 4.00 million head within two years from 2014 to 2016.

**Vietnam’s Total Hog Supply, 2013 – 2016**



The dismal Vietnam swine market had prolonged for nearly eighteen months since the significant cutback in the undocumented live hogs trading with China occurred in late 2016. The market then moved towards a more balanced state as the sow supply softened and more normalised with demand in the latter half of 2018.

**Vietnam’s Total Hog Supply vs. Demand Gap, 2013 – 2018**

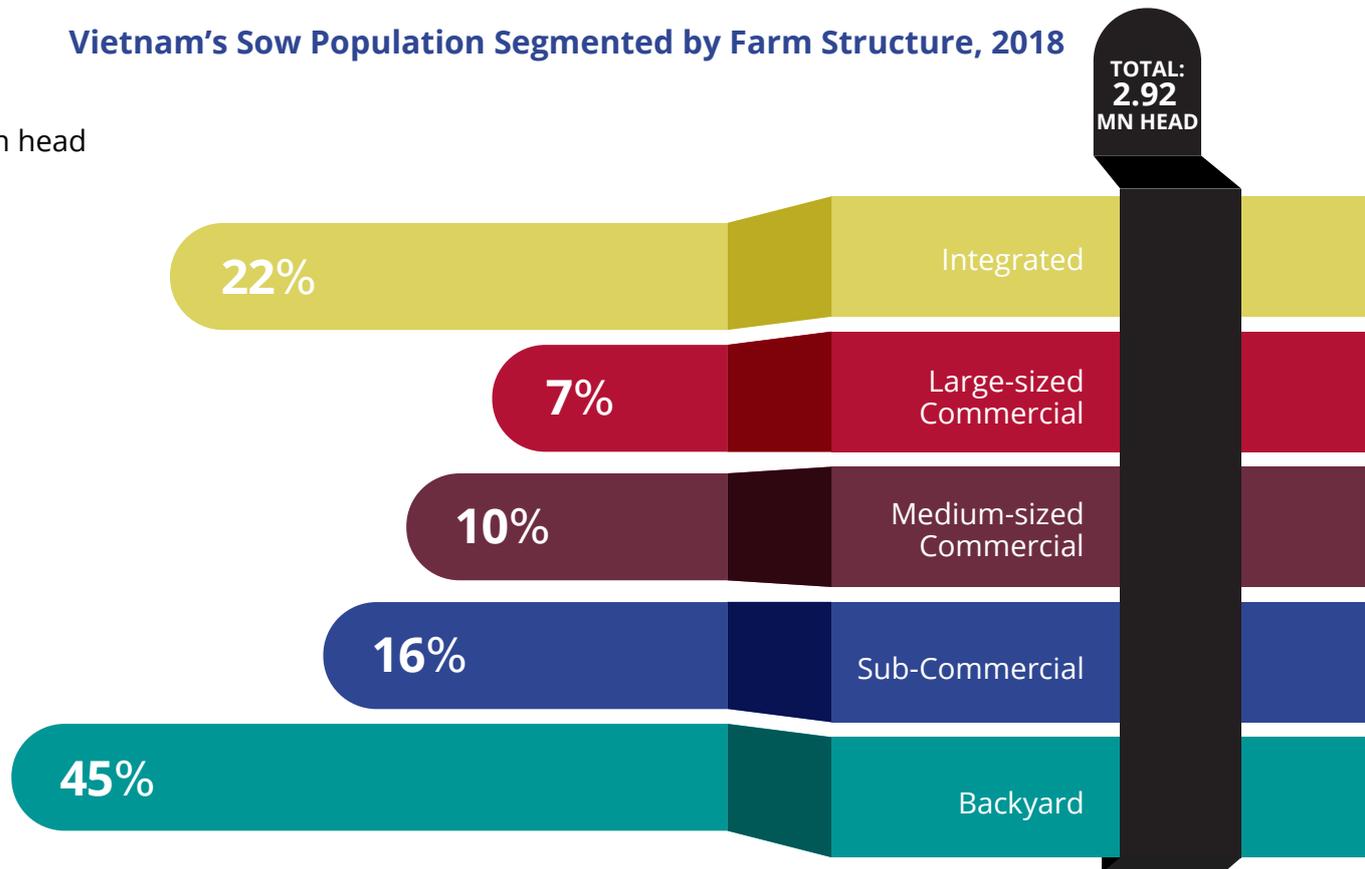


**Note:**

- This graph is drawn to illustrate the supply-demand gap

## Vietnam's Sow Population Segmented by Farm Structure, 2018

Unit: mn head



**Note:**

- The sow population presents the total number of active breeding sows

- ▼ After the prolonged price crisis during 2017, Ipsos estimated that Vietnam's sow population recovered slightly towards the end of 2018 to 2.92 million head, mainly owing to the increase of integrated farms of up to approximate 655,000 head.
- ▼ Ipsos Business Consulting forecasts two potential scenarios for Vietnam's swine sector beyond June 2019. Assessing the constant financial hurdles and distressing emotions caused by the ongoing rampage of the deadly swine disease – African Swine Fever, many backyard and commercial farms would be heavily infected and deterred from reinvesting. This assumption would lead to a temporary hog shortage by December 2019, which may take two years for the swine market supply and demand to adjust accordingly. In both scenarios, the attrition of backyard segment will nevertheless be compensated by the sizeable growth of integrated farms.





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Given the uncertainty surrounding export opportunities, stakeholders engaging in swine operations remain skeptical about the rosier future prospects. Many backyard farms could not bear the substantial investment loss and have halted their business operation, whilst others are aggressively pursuing cost reduction. It is essential for farms, feed and animal health players to stay at the forefront of the current market condition and develop robust business plans.

Ipsos Business Consulting introduces the tracking swine market report biannually that ensures stakeholders in the swine value chain grasp the market overview, and anticipate major trends. Our tracking reports encompass comprehensive market data and findings accumulated by our secondary research, exclusive market size model, in-depth interviews with key executives at prominent farms, feed and animal health players.

By acquiring fact-based and timely market information, organizations could mitigate potential risks, stay ahead of the game and act efficiently to achieve sustainable results.

Detailed insights of the biannual tracking swine market report will include

- Nationwide sow population
- Total hog supply as a combination of local production and meat import
- Total hog demand segmented by local consumption and export
- Sow population and hog supply segmented by integrated farms, commercial farms and backyard farms
- Sow population in key provinces – 8 to 10 provinces
- Government, key opinion leaders, major feed and animal health players initiatives and movements
- Ipsos Business Consulting outlook on the swine market dynamics, trends, and forecasts possible developments

# ABOUT IPSOS BUSINESS CONSULTING

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Ipsos Business Consulting is the specialist consulting division of Ipsos which is:

**#1** Customized Market Research Company in **Southeast Asia**

**#4** Customized Market Research Company **Globally**



The only company with **Business Consulting** division within market research company

**>4**

More than **40 years of global presence** and more than **20 years in Southeast Asia**



Has strong presence in **87 countries** with **more than 16,000 employees** globally





## KEY CONTACTS

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### Phong Quach

Country Manager

E. Phong.Quach@ipsos.com

T. +84 764 684 714

### Loan Truong

Associate Consultant

E. Loan.Truong@ipsos.com

T. +84 919 131 164

### Quyen Phan

Analyst

E. Quyen.Phan@ipsos.com

T. +84 909 977 610

## CONNECTED

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✉ [consulting.bc@ipsos.com](mailto:consulting.bc@ipsos.com)

🌐 [www.ipsosconsulting.com/Vietnam](http://www.ipsosconsulting.com/Vietnam)

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