

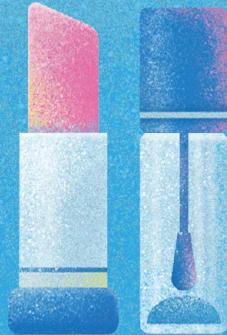
coex
KITA



VIPREMIUM



2025 Vietnam International Premium Products Fair



05(Thu) - 8(Sun)
June,
2025

Hall A, SECC, HCMC,
Vietnam

Exhibition Overview

Vietnam International Premium Products Fair 2025

Venue : Hall A, SECC, HCMC, Vietnam Date : 05(Thu) – 08(Sun) June, 2025
 Scale of Event : 200 Companies, 250 Booths (Expected) Organizer : KITA, Coex

Why Vietnam?

The consumption of premium products is expected to increase, due to a 28.1% increase in individual monthly income over the past five years

The growth rate of the middle class increased to 10.1% from 2016 to 2021, which is the highest in Southeast Asia

The proportion of modern distribution channels, including supermarkets, wholesalers, and online malls, is increasing, while the traditional market is on the decline



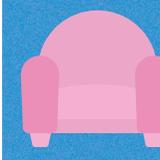
Beauty & Fashion



Beauty & Fashion

- The beauty & personal care product market in Vietnam is projected to expand from \$2.4 billion in 2023 to \$2.7 billion in 2027, reflecting a compound annual growth rate of 3.3%.
- In particular, Vietnamese consumers are increasingly embracing organic beauty products, driving the growth of the Beauty & Personal Care market in Vietnam. The organic cosmetics market is projected to grow at an annual rate of 3.87% (2023~2028).
- The revenue in the e-commerce Fashion market in Vietnam is projected to reach 3.32 billion dollars in 2025. It is expected to show an annual growth rate of 9.31% over the next five years, resulting in a projected market volume of 4.74 billion dollars by 2029.
- The rapid economic growth and rising middle class in Vietnam are expected to make Vietnam fashion market attractive.

Living & Interior



Living & Interior

- The size of the furniture market in Vietnam reached 3.31 billion dollars in 2023.
- The average growth rate of home interior market is expected to increase by 8.7% by 2027 driven by a sharp increase in the number of households, because the number of households is sharply increasing.
- With urbanization and the rise of the middle class, consumers prioritize quality, reliability and modern design over price, leading to a preference for Korean products

Food & Beverage



Food & Beverage

- The Vietnamese food market is growing continuously and the market size is expected to increase by 41.7% over the next five years, resulting in a projected market volume of 4.63 billion dollars by 2029.
- The demand for high-quality instant meals is increasing in large cities like Hanoi and Ho Chi Minh, driven by both population growth and a decrease in the number of people per household.
- The total market size of non-alcoholic beverages in 2023 increased by 4.8% compared to the previous year, and annual growth rate is expected 5.2% over the next five years.
- The number of pets in Vietnam is expected to increase to 43 million by 2027, while the pet food market in Vietnam is expected to grow annually by 8.34% over the next five years.

Why VIPREMIUM?

VIPREMIUM is the one and only exhibition for premium consumer goods in Vietnam and offering opportunities to meet not only with local buyers but also with buyers throughout Southeast Asia, including Thailand and Indonesia. The re-registration rate was about 90%.

Organizers of VIPREMIUM have a proven track record in successfully organizing consumer goods exhibitions in Korea. With the COEX Vietnam, specialize in hosting customized exhibitions that address local market trends in real time.

Maximizing synergies through business matching programs, concurrent promotion by hosting family exhibition featuring the same products in both Vietnam and Indonesia.

Well-established buyers are selected by the Association of Vietnam Retailers, the Vietnam Chamber of Commerce & Industry, and the Vietnam Small and Medium Enterprise Development Support Center 2 (SMEDEC2).

Featured programs including 1:1 Biz matching program, influencer and social media marketing, on-site photoshoot and live studio sessions, and various stage events will provide efficient marketing effects.



Additional Program



1:1 Biz-matching Program

Opportunity to meet with local and overseas buyers



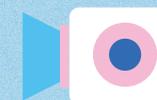
Influencer & Social Media Marketing

Active promotion through local influencers and social media



One-Stop Overseas Export Support

Dedicated support in navigating the processes necessary for export to Vietnam, including local import certifications, logistics and copyrights



On-site photoshoot & live studio sessions

Additional opportunities for promotional support through on-site photo studios and live broadcast studios during the exhibition



Various stage events & seminar programs

B2B seminars to assist businesses in growing their markets, and B2C stage events to draw attendees

Previous Results

Participation Guidelines

Previous Results

6

Countries

193

Companies

229

Booths

22,805

Visitors

1,543

Biz-matching

Buyer Profile



Retail

Wholesalers, Department Stores, E-commerce site and others in retail industry



Trading

Trade Delegations, Exporters/Importers and others in trading industry



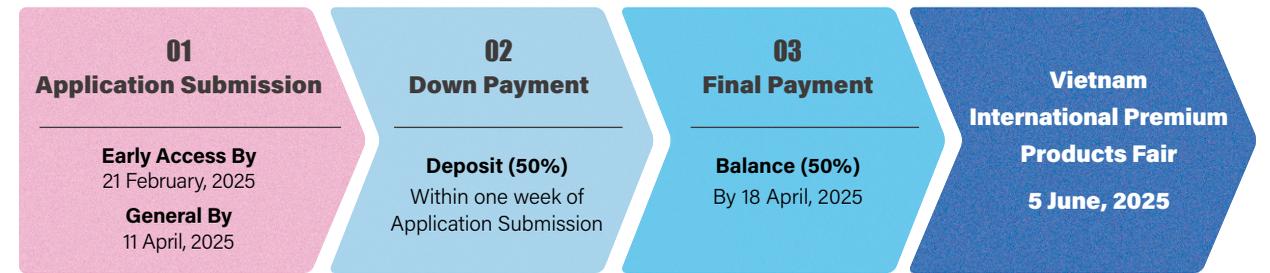
Manufacturing

OEM Providers, MRO Buyers, and other expertise in the manufacturing industry

- Buyers are sourced from retail, trade, and manufacturing industries and are evaluated based on proven purchasing power
- ASEAN buyers are actively recruited from Thailand, Singapore, Malaysia, Vietnam, and many other countries



Process



Booth Fee

	Deadline	Space Only (Min. 2 Booths)	Standard	Premium (Min. 6 Booths)
Early Access	21 February, 2025	USD 2,800	USD 3,100	USD 4,300
General	11 April, 2025	USD 3,100	USD 3,400	USD 4,600

Booth Types

Category	Space Only (Min. 2 Booths)	Standard	Premium (Min. 6 Booths)
Booth Image			

Specifications	Space Only (3x3m/booth)	Standard Booth shell provided	Specialized Premium Booth design provided
	<ul style="list-style-type: none"> • Extra stand construction is possible under the organizer's approval • Additional facilities should be requested separately if necessary 	<ul style="list-style-type: none"> • Equipment: • Company signboard and booth number • Pytex flooring • 1 information desk with 1 chair • 1 kw lighting(including power) • 1 power outlet, 1 trash bin • Additional facilities should be requested separately if necessary 	<ul style="list-style-type: none"> • Equipment: • Company signboard and booth number • Pytex flooring • 1 information desk with 1 chair • 1 consultation desk with 4 chairs • 1 kw lighting(including power) • 1 power outlet, 1 trash bin • Additional facilities should be requested separately if necessary

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COEX
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