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Bel Group invests â?¬16.7 Mn to double cheese production capacity in Vietnam

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Bel Group announced the expansion of its production site in Vietnam, marking a major new milestone in its long-term development in the country and across Asia. The ceremony was held in the presence of StÃ©phane Dupays, Chief Operations Officer of Bel Group, Jean-Christophe Coubat, Chief Asia Officer of Bel Group, Thibaut Giroux, President of the French Chamber of Commerce and Industry in Vietnam, representatives of local authorities as well as institutional and business partners.

This â?¬16.7 million investment will enable Bel to double its production capacity to 20,000 tons per year, strengthen the Groupâ??s industrial expertise, and support a market share exceeding 70 per cent in the cheese category across both modern retail and traditional trade, driven by a diversified portfolio of brands, largely produced locally, including The Laughing Cow, Belcube and Kiri. Construction is scheduled to begin at the end of January 2026, with the building handover expected in March 2027.

Thanks to Belâ??s ability to adapt its products to local market specificities, the site will serve key export markets across Southeast Asia, China, Japan and the Kingdom of Saudi Arabia.

The expansion will also include a pilot line dedicated to Research, Innovation & Development (RID), designed as a key lever to accelerate product innovation, optimise recipes and test new formats tailored to regional usage patterns and nutritional needs. This pilot line will enable Bel teams to conduct industrial trials, enhance the Groupâ??s agility in deploying innovations, and support the development of more accessible and responsible products for regional markets.

The project is also expected to have a significant impact on local employment, with headcount projected to increase from 188 employees today to approximately 400 in the long term.

Asia plays a central role in Belâ??s global growth strategy. The Group has strengthened its regional footprint through targeted investments, including the acquisition of a 70 per cent stake in Shandong Junjun Cheese in China in 2022 and the inauguration of a new production facility dedicated to Britannia The Laughing Cow in 2024. In Indonesia, Bel has acquired a 22.5 per cent minority stake in Mulia Boga Raya, combining Belâ??s global expertise with deep local market knowledge.

On this occasion, StÃ©phane Dupays, Chief Operations Officer of Bel Group, stated: â??Vietnam is one of Belâ??s most dynamic markets in Asia and a cornerstone of our regional strategy. This expansion reflects our long-term confidence in the country and our ambition to make Vietnam a major industrial hub serving local consumers and the entire ASEAN region, while maintaining the highest standards of quality, safety and sustainability.â?•