

Vietnam Becomes a Strategic Growth Engine for Bel Group in Asia

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Global dairy major Bel Group is reinforcing its commitment to Asia with a major expansion of its production facility in Vietnam, positioning the country as a strategic manufacturing and export hub for the region. The investment reflects the company's long-term ambition to deepen its presence in high-growth markets while accelerating product innovation and strengthening supply chain resilience.

A spokesperson for Bel said Vietnam has emerged as one of the company's most dynamic markets in Asia, making it a natural choice for expansion. "Vietnam is a cornerstone of our regional strategy. The site will not only serve the local market but also support exports across Southeast Asia, China, Japan and the Kingdom of Saudi Arabia," the spokesperson explained.

Bel already holds a dominant position in Vietnam's cheese category, with a market share exceeding 70 per cent. The company's portfolio of globally recognised brands, including The Laughing Cow, Belcube and Kiri, is widely available through both modern retail channels and traditional trade networks.

The expanded facility will double production capacity to around 20,000 tonnes per year, enabling Bel to meet rising domestic demand while also strengthening its export capabilities. According to the company spokesperson, the strategy combines global dairy expertise with local adaptation.

“Bel’s model brings together our global brands and cheese know-how with products tailored to local preferences. This approach helps make cheese more accessible and relevant across diverse culinary cultures in the region,” the spokesperson noted.

Driving Innovation Through a New R&D Pilot Line

A key component of the expansion is the introduction of a dedicated Research, Innovation & Development (RID) pilot line at the facility. The new line will allow Bel teams to conduct industrial trials, optimize recipes and experiment with new product formats suited to regional consumption habits and nutritional needs.

While Bel has not yet disclosed specific upcoming product launches, the company says the pilot line will significantly improve the speed and flexibility with which innovations can be developed and deployed across markets.

“This capability strengthens our agility in the region and accelerates how quickly we can test and roll out innovations,” the spokesperson said, adding that Bel aims to develop “more accessible and responsible products” for regional consumers.

Building a Regional Export Hub

The upgraded Vietnamese facility will also serve as a strategic export platform for ASEAN markets as well as China, Japan and the Middle East. By combining domestic production with export-oriented capabilities, Bel expects to enhance supply chain efficiency and better respond to growing demand across multiple regions.

“This integrated model helps us remain close to local consumer needs while supporting a robust regional supply structure,” the spokesperson explained.

Sustainability has been embedded into the design and operations of the expanded site. Bel has committed to reducing carbon dioxide emissions across its value chain by 25 per cent between 2017 and 2035, in line with global efforts to limit warming to below 1.5°C.

The company has implemented energy-efficiency programs across its global facilities for over a decade and continues to expand the use of renewable energy. In 2024, 97 per cent of the electricity used by Bel came from renewable sources, accounting for about a quarter of the group’s total energy consumption.

The Vietnam site itself incorporates photovoltaic collectors, reflecting Bel’s broader efforts to integrate renewable energy and reduce environmental impact across its operations.

The expansion is also expected to deliver significant economic benefits locally. The company anticipates that the facility’s workforce will grow from 188 employees today to approximately 400 over the long term.

Bel says the growth will be supported by investments in local talent development as well as partnerships within the regional ecosystem.

“Our growth in Vietnam is powered by highly committed local teams,” the spokesperson said. “Through this expansion, we will continue strengthening our local capabilities in both production and innovation.”

A Long-Term Bet on Asia

As demand for dairy and snacking products rises across Asia, Bel’s investment in Vietnam underscores its long-term strategy to combine strong local manufacturing with regional export capabilities.

By expanding production, accelerating innovation and embedding sustainability into operations, the company aims to position Vietnam not only as a key domestic market but also as a central hub for its broader Asian growth ambitions.

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