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The Floating Market at Mekong Delta

In America, whenever you talking about the market, you will definitely think about Walmart or Aldi or Sam's club. Whereas in Vietnam, you might hear people talking about an uncommon type of market where you can find anything, but it's on the water. It is the floating market at Mekong Delta. Mekong Delta has an intricate system of rivers and canals which make the floating market more exclusive. Anyone who comes here will have a whole new experience to see the hustle market with many local activities. The floating market is a unique place where you can see the busiest morning when the vendors are selling their goods, where you can find an exceptional way to enjoy your breakfast or coffee, or where you can see the normal life of a local people.

During the early hours at Mekong Delta, the floating market begins a new day with the busiest and noisiest morning when the vendors are selling their goods. People wake up not by any an alarm clock, but by the rooster. Everyone starts preparing for a new day. People, especially tourists, are fascinated with many kinds of tropical fruits like mangos, watermelons, bananas, mangosteens, papayas, pineapples, and even vegetables like pumpkins, garlic, cucumbers are sold on the boats. These fruits and vegetables are carried by big boats and small boats. Rivers are huge and crowded with boats going in different directions like a hundred scooters trying to escape from the rush hour of a traffic jam. In order to advertise the goods, the seller hangs a sample on a bamboo pole so people will recognize what kind of things they are selling for a far distance.

The floating market is a place where you will find an exceptional way to get your breakfast or coffee. The early hours market is very lively and noisy because of their cries: “Anybody wants some soup for breakfast?”. There is an old lady selling chicken noodles soup who is preparing a big bowl full of meat, bean sprouts, and broth to give to anyone who orders. A delicious smell from the soup awakens the craving inside the stomach. A coffee seller gets closer to sell coffee then leaves very quickly like a flash. Inmagine the deeper, darker, bitter from the over-roasted coffee bean, mixing with the sweetened condensed milk and ice which gives the coffee has a hefty taste. The authentic taste will definitely make a distinctive coffee made in Vietnam. One boat is like a convenient store with soda and snacks. Another is selling lottery tickets. Another one is full of foreign tourists. The floating market becomes a bustling place. The noise is nonstop and loud: some of them are unpleasant, but it becomes a mundane part of the morning on the river.

Many people live on the banks of the river, while some floating market vendors have their homes on the boats themselves. It’s a traditional and unique way of living. They are eating the Vietnamese food, chatting with other vendors, selling their goods to others, and sleeping on that boat when the night comes. They also are strong-willed and very hard working. For surviving, they have to find a way to adapt to live in the new environment – on the water. Meanwhile, some of the vendors, during the flood season, will use the boat to fish in other places. Imagine how busy their life looks like; however, smiling is always the first thing you will recognize on their face with a warm welcoming sincere heart. As they believe, sellers do better with a smile because customers like to buy from a seller who is laughing and happy.

Here comes an exclusive floating market! A unique place for anyone who wants to explore the culture and lifestyle in Mekong Delta. This river has become an essential part of every local’s life because it is not only the living of people but it also recalls the memories from childhood of

the motherland. The floating market has existed a thousand years; since it brings a unique geographical characteristic from Mekong Delta, and keeps history alive.



A busy morning at Cai Rang Floating market



A quick breakfast while you are on board.



The local use bamboo pole to advertise their goods with a big smile

