

Apparel and Footwear in Vietnam

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Abstracts

Vietnam's GDP is predicted to grow by approximately 4.5% by the end of 2023 according to the country's General Statistical Office, which is less than the 6.5% predicted at the start of the year. Due to the impact of price inflation, consumers are adopting a more prudent approach to their spending with many people being focused on increasing their savings and reducing their expenditure on non-essential items, including when it comes to apparel and footwear.

Euromonitor International's Apparel and Footwear in Vietnam report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Apparel and Footwear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Livestreaming trend continues to find growing appeal in womenswear
Local brands are receiving more attention from Vietnamese consumers but Uniqlo the big winner in 2023

PROSPECTS AND OPPORTUNITIES

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