

# Childrenswear in Vietnam

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## Abstracts

During the height of the pandemic era (2020 and 2021), sales of childrenswear plummeted in value and volume terms as children were required to stay at home, by government diktat, and schools were closed. However, the end of the pandemic, alongside the vaccination programme, has provided parents with the confidence to take their children for outdoor activities, sports, travelling, and social activities again, which has helped to boost demand for childrenswear in 2022 and 2023. Additionally, lifec...

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

Get a detailed picture of the Childrenswear 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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