

# Underwear, Nightwear and Swimwear in Vietnam

<https://marketpublishers.com/r/UE78B699DF0EN.html>

Date: July 2013

Pages: 25

Price: US\$ 900.00 (Single User License)

ID: UE78B699DF0EN

## Abstracts

In 2012, underwear, nightwear and swimwear witnessed current value growth of 11%, which was up to five percentage points lower than the growth in 2011 mainly due to the economic downturn which influenced sales negatively. However, in fact, 11% was still quite a strong increase growth which was fostered by the increasing disposable household income, higher living standards, as well as higher awareness of beauty and appearance.

Euromonitor International's Underwear, Nightwear and Swimwear 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 2008-2012 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 2017 illustrate how the market is set to change.

**Product coverage:** Nightwear, Swimwear, Underwear.

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

### Why buy this report?

Get a detailed picture of the Underwear, Nightwear and Swimwear 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.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Underwear, Nightwear and Swimwear by Category: Volume 2007-2012

Table 2 Sales of Underwear, Nightwear and Swimwear by Category: Value 2007-2012

Table 3 Sales of Underwear, Nightwear and Swimwear by Category: % Volume Growth 2007-2012

Table 4 Sales of Underwear, Nightwear and Swimwear by Category: % Value Growth 2007-2012

Table 5 Sales of Men's Underwear, Nightwear and Swimwear: Volume 2007-2012

Table 6 Sales of Men's Underwear, Nightwear and Swimwear: Value 2007-2012

Table 7 Sales of Men's Underwear, Nightwear and Swimwear: % Volume Growth 2007-2012

Table 8 Sales of Men's Underwear, Nightwear and Swimwear: % Value Growth 2007-2012

Table 9 Sales of Women's Underwear, Nightwear and Swimwear: Volume 2007-2012

Table 10 Sales of Women's Underwear, Nightwear and Swimwear: Value 2007-2012

Table 11 Sales of Women's Underwear, Nightwear and Swimwear: % Volume Growth 2007-2012

Table 12 Sales of Women's Underwear, Nightwear and Swimwear: % Value Growth 2007-2012

Table 13 Underwear, Nightwear and Swimwear Company Shares 2008-2012

Table 14 Underwear, Nightwear and Swimwear Brand Shares 2009-2012

Table 15 Forecast Sales of Underwear, Nightwear and Swimwear by Category: Volume 2012-2017

Table 16 Forecast Sales of Underwear, Nightwear and Swimwear by Category: Value 2012-2017

Table 17 Forecast Sales of Underwear, Nightwear and Swimwear by Category: % Volume Growth 2012-2017

Table 18 Forecast Sales of Underwear, Nightwear and Swimwear by Category: % Value Growth 2012-2017

Table 19 Forecast Sales of Men's Underwear, Nightwear and Swimwear: Volume 2012-2017

Table 20 Forecast Sales of Men's Underwear, Nightwear and Swimwear: Value

2012-2017

Table 21 Forecast Sales of Men's Underwear, Nightwear and Swimwear: % Volume Growth 2012-2017

Table 22 Forecast Sales of Men's Underwear, Nightwear and Swimwear: % Value Growth 2012-2017

Table 23 Forecast Sales of Women's Underwear, Nightwear and Swimwear: Volume 2012-2017

Table 24 Forecast Sales of Women's Underwear, Nightwear and Swimwear: Value 2012-2017

Table 25 Forecast Sales of Women's Underwear, Nightwear and Swimwear: % Volume Growth 2012-2017

Table 26 Forecast Sales of Women's Underwear, Nightwear and Swimwear: % Value Growth 2012-2017

Adidas Vietnam Co Ltd in Apparel (vietnam)

Strategic Direction

Key Facts

Summary 1 adidas Vietnam Co Ltd.: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 adidas Vietnam Co Ltd: Competitive Position 2012

Internet Strategy

Executive Summary

Apparel Performs Healthily Despite the Economic Downturn

Average Unit Price Continues To Increase

Unbranded Products Retain A Dominant Position in Apparel

Apparel Specialist Retailers Is Still the Main Distribution Channel

Apparel Is Expected To See Positive Growth

Key Trends and Developments

International Brands Continue To Establish A Stronger Foothold in Vietnam

Inflation Led To An Increase in Apparel Price

Unbranded Products Continue To Dominate Vietnam Apparel Market

Domestic Players Start To Pay More Attention To the Local Market

Social Media Is A New Advertising Tool

Market Data

Table 27 Sales of Apparel by Category: Volume 2007-2012

Table 28 Sales of Apparel by Category: Value 2007-2012

Table 29 Sales of Apparel by Category: % Volume Growth 2007-2012

Table 30 Sales of Apparel by Category: % Value Growth 2007-2012

Table 31 Apparel Company Shares 2008-2012

Table 32 Apparel Brand Shares 2009-2012

Table 33 Sales of Apparel by Distribution Format: % Analysis 2007-2012

Table 34 Sales of Apparel by Category and Distribution Format: % Analysis 2012

Table 35 Forecast Sales of Apparel by Category: Volume 2012-2017

Table 36 Forecast Sales of Apparel by Category: Value 2012-2017

Table 37 Forecast Sales of Apparel by Category: % Volume Growth 2012-2017

Table 38 Forecast Sales of Apparel by Category: % Value Growth 2012-2017

Definitions

Sources

Summary 3 Research Sources

## I would like to order

Product name: Underwear, Nightwear and Swimwear in Vietnam

Product link: <https://marketpublishers.com/r/UE78B699DF0EN.html>

Price: US\$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/UE78B699DF0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970