

# Womenswear in Vietnam

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## Abstracts

Due to elevated inflation and a dismal economic outlook, people have been looking to save money and have been more cautious when it comes to spending on womenswear in 2023. Although the Vietnamese government temporarily reduced the VAT rate from 10% to 8% in July 2023 (until the end of the year) to assist businesses and to support consumer spending this has not had a significant impact on the growth of womenswear in 2023 with consumers remaining very price sensitive. Price rises combined with a...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's 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 Womenswear 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

Womenswear in Vietnam  
Euromonitor International  
November 2023  
List Of Contents And Tables  
WOMENSWEAR IN VIETNAM  
KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

Elevated inflation and a slow economy limit the growth of womenswear in 2023  
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**

Womenswear is predicted to see a steady recovery as Vietnam looks towards a brighter economic future  
Shoppertainment trend looks set to find a growing audience as consumers look for more from their shopping experience  
Rental services could present challenges and opportunities to producers of womenswear

### **CATEGORY DATA**

Table 1 Sales of Womenswear by Category: Volume 2018-2023  
Table 2 Sales of Womenswear by Category: Value 2018-2023  
Table 3 Sales of Womenswear by Category: % Volume Growth 2018-2023  
Table 4 Sales of Womenswear by Category: % Value Growth 2018-2023  
Table 5 NBO Company Shares of Womenswear: % Value 2019-2023  
Table 6 LBN Brand Shares of Womenswear: % Value 2020-2023  
Table 7 NBO Company Shares of Women's Nightwear: % Value 2019-2023  
Table 8 LBN Brand Shares of Women's Nightwear: % Value 2020-2023  
Table 9 NBO Company Shares of Women's Outerwear: % Value 2019-2023  
Table 10 LBN Brand Shares of Women's Outerwear: % Value 2020-2023  
Table 11 NBO Company Shares of Women's Swimwear: % Value 2019-2023  
Table 12 LBN Brand Shares of Women's Swimwear: % Value 2020-2023  
Table 13 NBO Company Shares of Women's Underwear: % Value 2019-2023  
Table 14 LBN Brand Shares of Women's Underwear: % Value 2020-2023  
Table 15 Forecast Sales of Womenswear by Category: Volume 2023-2028  
Table 16 Forecast Sales of Womenswear by Category: Value 2023-2028

Table 17 Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028

Table 18 Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

APPAREL AND FOOTWEAR IN VIETNAM

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

## **2023 KEY TRENDS**

Competitive landscape

Retailing developments

What next for apparel and footwear?

## **MARKET DATA**

Table 19 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 20 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 23 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 25 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 28 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 29 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 30 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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