

# Vietnam - Baby & Children's Wear & Fashion Accessories

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## Abstracts

The baby and children's wear and fashion accessories industry in Vietnam continues to benefit from strong demand generated by conventional overseas markets. Exports in 2012 expanded significantly as a result of improving economic conditions in destinations such as the US and the EU. The sector expects short-term development to be sustained, with the country set to enter trade agreements forecast to be advantageous to the line.

The low cost of labor in Vietnam helps the industry maintain a high degree of competitiveness against China. Complementing this strength is the growing adherence of suppliers to various product and manufacturing standards. Companies exporting to the EU, in particular, subject garments to testing and are typically certified free of substances harmful to children. Support from the government and nonprofits has also allowed the sector to progress further.

This report focuses on the main types of baby & children's wear & fashion accessories from Vietnam – casual wear, sleepwear & underwear, swimwear, headwear and sportswear.

This Vietnam Sourcing Report is part of the Developing Country Sourcing Report series designed to provide buyers with information on new products from export manufacturers in Southeast Asia that specialize in handmade merchandise.

Global Sources is offering Developing Country Sourcing Reports as part of its corporate social responsibility undertakings in partnership with the Hinrich Foundation, a philanthropic development organization whose mission is promoting sustainable global trade.

## What you'll get

In-depth profiles of 15 major suppliers with a comprehensive look at their product and pricing strategy, manufacturing and export capability, verified contact details, and more – this information is not available anywhere else

163 full-color images that depict popular export models of baby & children's wear and fashion accessories complete with product descriptions, prices, minimum order requirements and delivery times

Verified supplier contact details of an additional 20 exporters, including names, e-mails, telephone numbers, websites and key products

Supplier information in tabular format to help you compare suppliers at a glance

Results of the custom-designed supplier survey, which forecasts industry trends for the next 12 months

An extensive overview of the industry discussing the main challenges facing suppliers

An in-depth examination of the supplier base highlighting key characteristics of the different types of companies

Details of the primary production centers

An update of the latest trends in design, R&D, materials and components

A review of the key factors that influence the price and quality of low-end, midrange and high-end products

Comprehensive pricing tables featuring export price ranges

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## About

Robust demand from traditional markets has been propelling the strong performance of the baby and children's wear and fashion accessories industry in Vietnam over the past two years.

Outbound shipments of baby and children's apparel, which is under the garments and textile sector, rose 16 percent to about \$673 million in 2012. For the first five months of 2013, overseas sales reached \$279.3 million, a 19 percent increase from the same period last year. Total revenue is expected to expand between 10 and 20 percent by yearend, barring any unforeseen developments.

Similarly, strong interest in the Asia-Pacific region is driving the growth of the industry. Exports to Japan swelled 40 percent to \$5.6 million last year.

Income from South Korea jumped 70 percent in 2012 amid continuous discussions for a free trade agreement.

Growing demand from emerging markets is fuelling the bullish outlook of suppliers for 2013. Makers have been receiving more orders from alternative destinations such as Angola, Chile, Brazil and Cuba for the past 12 months.

The fashion accessories sector also posted gains. Income from headwear, in particular, picked up about 71 percent to \$231,000 in 2011, according to the latest data available. This was after the line recorded a 24 percent increase in the period before.

Acceptance of small orders helps domestic enterprises attract more foreign customers. Most companies have an MOQ of 25 pieces per model or less without charging additional costs.

Other supply zones allow at least 100 pieces for sales to process.

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