

Apparel Retail in Vietnam - Market Summary, Competitive Analysis and Forecast to 2025

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Abstracts

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SUMMARY

Apparel Retail in Vietnam industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The apparel retail market includes baby clothing, toddler clothing and casual wear, essentials, formalwear, formalwear-occasion, and outerwear for men, women, boys and girls; excludes sports-specific clothing. All market data and forecasts are represented as a consumer expenditure in retailers which includes sales taxes (e.g. VAT) and figures presented are in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The Vietnamese apparel retail market had total revenues of \$4.5bn in 2020, representing a compound annual growth rate (CAGR) of -8.9% between 2016 and 2020.

The womenswear segment was the market's most lucrative in 2020, with total

revenues of \$2.1bn, equivalent to 47% of the market's overall value.

One factor which has supported market growth in recent years is the growing popularity of shopping online. Customers have been won over by the convenience, variety and cheaper prices which online apparel retailers can offer, a trend which has been accelerated by the COVID-19 pandemic.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the apparel retail market in Vietnam

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the apparel retail market in Vietnam

Leading company profiles reveal details of key apparel retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Vietnam apparel retail market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the Vietnam apparel retail market by value in 2020?

What will be the size of the Vietnam apparel retail market in 2025?

What factors are affecting the strength of competition in the Vietnam apparel retail market?

How has the market performed over the last five years?

Who are the top competitors in Vietnam's apparel retail market?

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