

# Apparel Retail in Vietnam

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## Abstracts

Apparel Retail in Vietnam

### SUMMARY

Apparel Retail in Vietnam industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). 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.

The Vietnamese apparel retail industry had total revenues of \$8.3bn in 20178 representing a compound annual growth rate (CAGR) of 13.0% between 2014 and 2018.

The childrenswear segment was the industry's most lucrative in 2018, with total revenues of \$4.2bn, equivalent to 49.7% of the industry's overall value.

Changes in consumer spending habits have made Vietnam an attractive location for international companies. International giants such as HandM and Inditex have opened flagship stores in the country and have experienced a great reception.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, 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

## REASONS TO BUY

What was the size of the Vietnam apparel retail market by value in 2018?

What will be the size of the Vietnam apparel retail market in 2023?

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

How has the market performed over the last five years?

What are the main segments that make up Vietnam's apparel retail market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What strategies do leading players follow?
- 7.3. What are the strengths of leading players?

## **8 COMPANY PROFILES**

- 8.1. Fast Retailing Co Ltd
- 8.2. Vingroup Joint Stock Co
- 8.3. Jade E-Services Singapore Pte Ltd

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Vietnam apparel retail industry value: \$ million, 2014-18
Table 2: Vietnam apparel retail industry category segmentation: \$ million, 2018
Table 3: Vietnam apparel retail industry geography segmentation: \$ million, 2018
Table 4: Vietnam apparel retail industry distribution: % share, by value, 2018
Table 5: Vietnam apparel retail industry value forecast: \$ million, 2018-23
Table 6: Fast Retailing Co Ltd: key facts
Table 7: Fast Retailing Co Ltd: Annual Financial Ratios
Table 8: Fast Retailing Co Ltd: Key Employees
Table 9: Fast Retailing Co Ltd: Key Employees Continued
Table 10: Fast Retailing Co Ltd: Key Employees Continued
Table 11: Fast Retailing Co Ltd: Key Employees Continued
Table 12: Vingroup Joint Stock Co: key facts
Table 13: Vingroup Joint Stock Co: Annual Financial Ratios
Table 14: Vingroup Joint Stock Co: Key Employees
Table 15: Jade E-Services Singapore Pte Ltd: key facts
Table 16: Jade E-Services Singapore Pte Ltd: Key Employees
Table 17: Vietnam size of population (million), 2014-18
Table 18: Vietnam gdp (constant 2005 prices, \$ billion), 2014-18
Table 19: Vietnam gdp (current prices, \$ billion), 2014-18
Table 20: Vietnam inflation, 2014-18
Table 21: Vietnam consumer price index (absolute), 2014-18
Table 22: Vietnam exchange rate, 2014-18

## List Of Figures

### LIST OF FIGURES

Figure 1: Vietnam apparel retail industry value: \$ million, 2014-18

Figure 2: Vietnam apparel retail industry category segmentation: % share, by value, 2018

Figure 3: Vietnam apparel retail industry geography segmentation: % share, by value, 2018

Figure 4: Vietnam apparel retail industry distribution: % share, by value, 2018

Figure 5: Vietnam apparel retail industry value forecast: \$ million, 2018-23

Figure 6: Forces driving competition in the apparel retail industry in Vietnam, 2018

Figure 7: Drivers of buyer power in the apparel retail industry in Vietnam, 2018

Figure 8: Drivers of supplier power in the apparel retail industry in Vietnam, 2018

Figure 9: Factors influencing the likelihood of new entrants in the apparel retail industry in Vietnam, 2018

Figure 10: Factors influencing the threat of substitutes in the apparel retail industry in Vietnam, 2018

Figure 11: Drivers of degree of rivalry in the apparel retail industry in Vietnam, 2018

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