

Vietnam Pocket Pouches Export Research Report 2024-2033

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Abstracts

Pocket pouches refer to small bags, boxes and alike containers that can be conveniently placed in pockets or handbags. These include wallets, pencil cases, ticket holders, sewing kits, eyeglass cases, cosmetic boxes, cigarette cases, cutlery boxes, and similar containers used for carrying a small number of personal items. Their main characteristics are compact size, portability, high functionality, and often an elegant design. Made from a variety of materials, combining practicality with fashion, pocket pouches are easy to sort, store, and carry daily essentials while keeping items tidy and organized, as well as serving as fashion accessories.

Apart from direct sales to individual consumers, pocket pouches are also suitable for several downstream market sectors, including fashion retail, e-commerce, the gift market, and the tourism industry. Pocket pouches are highly versatile and fashionable, essential for daily life and travel, with a vast market scale, a wide customer base, and steadily growing market demand over the years.

According to CRI analysis, Vietnam has become an important base for pocket pouch production in recent years, benefiting from its low labor costs and improving manufacturing capabilities. The export volume and value of pocket pouches from Vietnam has been increasing annually. Compared to other ASEAN countries, Vietnam has a more cost-effective labor force and strong export infrastructure, along with higher recognition in the international market. It offers relatively advanced technology and extensive experience; better meeting clients' customization needs. For pocket pouches, a type of small consumer goods, Vietnam's competitive advantages are quite evident.

The production capacity and output of leather goods and textiles in Vietnam are continuously growing, and the pocket pouch manufacturing industry is also developing



rapidly, with many international brands establishing production bases in the country. According to CRI analysis, the Vietnamese government supports the development of the bag and pouch manufacturing industry through preferential policies and investment promotion, enhancing the competitiveness of Vietnamese pocket pouch products in the international market.

Vietnamese bag products have gained international recognition for their high costeffectiveness, with exports increasing annually, becoming a crucial part of Vietnam's foreign trade. CRI data shows that the total export value of Vietnamese cases and bags exceeded USD 3 billion in 2023, occupying a significant position in the global market. Vietnam has achieved remarkable success in this field and is expected to maintain its competitiveness in the international market in the future.

According to CRI data, the total export value of pocket pouches from Vietnam reached USD 170 million in 2023, and from January to May 2024, the export value was about USD 65 million. CRI analyzes that from 2021 to 2024, the main export destinations for Vietnamese pocket pouches were South Korea, the United States, and Japan. Major companies importing these products from Vietnam include SIMONE ACC COLLECTION, TBS INTERNATIONAL CO, LTD, and TAIWAN YAMANI INC. Vietnamese pocket pouch exporters are mainly foreign-funded enterprises, especially subsidiaries and OEM factories of large international bag companies or brands established in Vietnam. Major Vietnamese pocket pouch exporters include SIMONE Vietnam, TBS GROUP, and BL LEATHER BANK CO, LTD.

According to CRI analysis, due to factors such as Vietnam's participation in numerous free trade agreements, continuous progress in the quality, technology, and design of the Vietnamese bag industry, and the growth of the global pocket pouch market size, the export volume of Vietnamese pocket pouches is also expected to continue to increase.

Topics covered:

The Import and Export of Pocket Pouches in Vietnam (2021-2024)

Total Export Volume and Percentage Change of Pocket Pouches in Vietnam (2021-2024)

Total Export Value and Percentage Change of Pocket Pouches in Vietnam (2021-2024)



Total Export Volume and Percentage Change of Pocket Pouches in Vietnam (January-May 2024)

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