

Apparel Accessories in Vietnam

Market Direction | 2023-01-10 | 20 pages | Euromonitor

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Report description:

The post-pandemic landscape heralds polarised trends for apparel accessories. On the one hand, the return to out-of-home activities boosts sales for accessories such as belts, hats, gloves, and the like. On the other hand, the fact that consumers no longer have to wear face coverings means that a major part of sales in the category for the past two years has been decimated.

Euromonitor International's Apparel Accessories 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: Belts, Gloves, Hats/Caps, Other Apparel Accessories, Scarves, Ties.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Apparel Accessories 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.

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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APPAREL ACCESSORIES IN VIETNAM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Post-pandemic landscape heralds polarised trends for apparel accessories

Demand for more sophisticated accessories boosted by rising living standards

Unbranded and counterfeit products will continue to dominate overall

PROSPECTS AND OPPORTUNITIES

Apparel accessories will maintain positive growth, in line with out-of-home lifestyles

Other accessories expected to remain in negative figures due to negation of fashion face masks

E-commerce channel set to remain popular, thanks to wide ranges and low prices

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