

Hosiery in Vietnam

Market Direction | 2023-01-10 | 19 pages | Euromonitor

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Report description:

Sheer hosiery, which was seeing stable growth before the pandemic, was significantly negatively impacted during the era of the pandemic because many women were confined to their homes as a result of the pandemic and thus were not using these items of clothing for more formal work or social occasions - hence leading to a sharp decline in demand. Due to its more casual and comfort-oriented nature, non-sheer hosiery was slightly less affected than sheer hosiery. However, in 2022, thanks to the resu...

Euromonitor International's Hosiery 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: Non-Sheer Hosiery, Sheer Hosiery.

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

Why buy this report?

- * Get a detailed picture of the Hosiery 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.

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HOSIERY IN VIETNAM

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Women re-embrace sheer hosiery as they return to workplaces and social events

Fragmented category high in unbranded and counterfeit goods

Rising living standards lead to consumers paying more attention to quality

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