

Jeans in Vietnam

Market Direction | 2023-01-10 | 24 pages | Euromonitor

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Report description:

Jeans are flexible garments which make up a part of most consumers' wardrobes - they can be dressed up or dressed down, depending on the occasion, thus are flexible and also robust. However, jeans are not the most comfortable form of apparel and are more appropriate for wearing out of the home as opposed to when relaxing at home. As such, during the era of the pandemic lockdowns, jeans lost their popularity somewhat in the light of more comfortable clothing - such as athleisure and sportswear. A...

Euromonitor International's Jeans 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: Economy Jeans, Premium Jeans, Standard Jeans, Super Premium Jeans.

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

Why buy this report?

- * Get a detailed picture of the Jeans 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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