

Menswear in Vietnam

Market Direction | 2023-01-10 | 26 pages | Euromonitor

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Report description:

Two major - and interlinked - trends driving menswear are the demand for high quality and the rise of innovative materials used in production. Also as noted in womenswear, menswear is a fragmented category, with brand names holding only small shares and the majority shares being held by unbranded "others" and counterfeit products - which are generally of lower quality. As such, there is a rising demand for more robust and practical apparel in menswear, as male consumers typically purchase appare...

Euromonitor International's Menswear 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: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Menswear 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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MENSWEAR IN VIETNAM

KEY DATA FINDINGS

2022 DEVELOPMENTS

High quality and innovative materials are the trends driving menswear

Menswear rebounds robustly in line with the reopening of society after the pandemic era

E-commerce and social media platforms become key to reaching consumers

PROSPECTS AND OPPORTUNITIES

Ongoing positive growth to continue, albeit at slower rates than seen during the 2022 rebound

Ongoing price-sensitivity means mass brands and unbranded products will be more popular than premium brands

Ongoing demand for functional materials, with local players leading the charge

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