

Jeans in Vietnam

Market Direction | 2023-11-17 | 23 pages | Euromonitor

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Report description:

Jeans, like other apparel and footwear categories, has been negatively affected by elevated inflation and slower economic growth in 2023. This is despite the temporary reduction in VAT from 10% to 8% that was implemented by the government in June 2023. With disposable income coming under pressure many consumers have been forced to cut back on buying non-essential items, including jeans. Jeans are fairly durable items of apparel and so typically do not need to be replaced as frequently. Furthermore...

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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