

Womenswear in Vietnam

Market Direction | 2023-11-17 | 26 pages | Euromonitor

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Report description:

Due to elevated inflation and a dismal economic outlook, people have been looking to save money and have been more cautious when it comes to spending on womenswear in 2023. Although the Vietnamese government temporarily reduced the VAT rate from 10% to 8% in July 2023 (until the end of the year) to assist businesses and to support consumer spending this has not had a significant impact on the growth of womenswear in 2023 with consumers remaining very price sensitive. Price rises combined with a...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women'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 Womenswear 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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WOMENSWEAR IN VIETNAM

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2023 DEVELOPMENTS

Elevated inflation and a slow economy limit the growth of womenswear in 2023

Livestreaming trend continues to find growing appeal in womenswear

Local brands are receiving more attention from Vietnamese consumers but Uniqlo the big winner in 2023

PROSPECTS AND OPPORTUNITIES

Womenswear is predicted to see a steady recovery as Vietnam looks towards a brighter economic future

Shoppertainment trend looks set to find a growing audience as consumers look for more from their shopping experience

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