

Apparel Retail in Vietnam

Industry Report | 2024-08-16 | 47 pages | MarketLine

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Report description:

Apparel Retail in Vietnam

Summary

Apparel Retail in Vietnam industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The apparel retail market is segmented into childrenswear, menswear, and womenswear. The market value represents retail sales.
- The Vietnamese apparel retail industry recorded revenues of \$9.7 billion in 2023, representing a compound annual growth rate (CAGR) of 0.4% between 2018 and 2023.
- The womenswear segment accounted for the industry's largest proportion in 2023, with total revenues of \$5.6 billion, equivalent to 57.2% of the industry's overall value.
- The growth of the apparel retail industry is significantly driven by the expansion of online retail, which has become increasingly accessible and popular among consumers. The convenience of shopping online has led to a noticeable shift in consumer behavior, with more individuals turning to digital platforms for their fashion needs. According to GlobalData, the Vietnam online retail market reached \$6.5 billion in 2023, marking a 14.6% increase from the previous year.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the apparel retail market in Vietnam

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the apparel retail market in Vietnam
- Leading company profiles reveal details of key apparel retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Vietnam apparel retail market with five year forecasts

Reasons to Buy

- What was the size of the Vietnam apparel retail market by value in 2023?
- What will be the size of the Vietnam apparel retail market in 2028?
- What factors are affecting the strength of competition in the Vietnam apparel retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Vietnam's apparel retail market?

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