

Apparel Accessories in Vietnam

Market Direction | 2025-01-28 | 18 pages | Euromonitor

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Report description:

The growth rate of apparel accessories in Vietnam is expected to be adversely affected by inflation and the gloomy economy in 2024, with a notable decline in retail volume terms, and little movement in current value terms. In this year, more consumers have been cutting back on buying non-essential items, including some apparel accessories. Others have been waiting for companies to offer significant discounts in order to get lower prices. Alternatively, they may have opted to purchase counterfeit...

Euromonitor International's Apparel Accessories 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 2020-2024 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 2029 illustrate how the market is set to change.

Product coverage: Belts, Gloves, Hats/Caps, Other Apparel Accessories, Scarves, Ties.

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

Why buy this report?

- * Get a detailed picture of the Apparel Accessories 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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2024 DEVELOPMENTS

Inflation and gloomy economy affect the growth rate of apparel accessories

Hats/caps records the strongest value growth rate in 2024

Mass brands and unbranded products see stronger growth than premium and luxury brands due to inflation

PROSPECTS AND OPPORTUNITIES

Brighter economy and gradual recovery of tourism set to boost value sales of apparel accessories

Scarves expected to record the fastest CAGR in the future

Live-streaming will continue to help boost value sales of apparel accessories

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