

Sportswear in Vietnam

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

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Report description:

In 2024, sportswear in Vietnam is expected to maintain dynamism, with a double-digit retail current value growth rate, thanks to an improved economic performance and the increasing health trend. However, ongoing wars globally continue to create an uncertain economic situation, leading some people to prioritise saving and cut back on their spending on non-essential items such as fashion-related items. As a result, many people have tended to wait for mega discounts of 50-70% from their favourite b...

Euromonitor International's Sportswear 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: Sports Apparel, Sports Footwear.

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

Why buy this report?

- * Get a detailed picture of the Sportswear 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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Table of Contents:

Sportswear in Vietnam
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List Of Contents And Tables

SPORTSWEAR IN VIETNAM

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sportswear records dynamic retail current value growth in 2024

Performance footwear records the strongest value growth in sports footwear in 2024

International brands continue to lead sportswear in Vietnam in 2024

PROSPECTS AND OPPORTUNITIES

Sportswear will continue to grow due to the fitness trend and better economic performance

Online shopping through e-commerce platforms and TikTok set to gradually increase in the future

Activewear trend expected to boost the growth of sportswear in the future

CATEGORY DATA

Table 1 Sales of Sportswear by Category: Value 2019-2024

Table 2 Sales of Sportswear by Category: % Value Growth 2019-2024

Table 3 NBO Company Shares of Sportswear: % Value 2020-2024

Table 4 LBN Brand Shares of Sportswear: % Value 2021-2024

Table 5 Distribution of Sportswear by Format: % Value 2019-2024

Table 6 Forecast Sales of Sportswear by Category: Value 2024-2029

Table 7 Forecast Sales of Sportswear by Category: % Value Growth 2024-2029

APPAREL AND FOOTWEAR IN VIETNAM

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 8 Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 9 Sales of Apparel and Footwear by Category: Value 2019-2024

Table 10 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

Table 11 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024

Table 12 NBO Company Shares of Apparel and Footwear: % Value 2020-2024

Table 13 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024

Table 14 Distribution of Apparel and Footwear by Format: % Value 2019-2024

Table 15 Distribution of Apparel and Footwear by Format and Category: % Value 2024

Table 16 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029

Table 17 Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 18 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 19 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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SOURCES

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Summary 1 Research Sources

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