

## **Womenswear in Vietnam**

Market Direction | 2025-01-28 | 26 pages | Euromonitor

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### **Report description:**

In 2024, womenswear in Vietnam is set to record a slight recovery in both retail volume and current value terms, after experiencing declines in the previous year due to the gloomy economy. Although Vietnam is expected to see higher GDP by the end of 2024 compared with 2023, some people have still tended to limit their spending on unnecessary goods such as apparel and footwear to save money. Thus, they often wait for mega discounts of 50% or even 70%, or hunt for discounts on companies' live-stre...

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 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: 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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Retail e-commerce continues to gain share of distribution in womenswear in Vietnam

Fast fashion brands continue to gain favour amongst Vietnamese consumers

##### PROSPECTS AND OPPORTUNITIES

Womenswear set to see healthy growth thanks to economic recovery and fast fashion

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AI will start to penetrate the fashion industry in Vietnam over the forecast period

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