

# Childrenswear in Vietnam

November 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Childrenswear records strong growth in value and volume terms in 2023

Players focus on product materials to win over parents and guardians

Local brands focusing on meeting the changing needs of locals, but Uniqlo remains the standout player

#### PROSPECTS AND OPPORTUNITIES

Childrenswear will grow healthily thanks to better economic performance

Livestreaming and e-commerce should help to boost sales of childrenswear

Childrenswear is expected to receive more attention from local brands

#### CATEGORY DATA

Table 1 - Sales of Childrenswear by Category: Volume 2018-2023

Table 2 - Sales of Childrenswear by Category: Value 2018-2023

Table 3 - Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 4 - Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Childrenswear: % Value 2019-2023

Table 6 - LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 7 - Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 8 - Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 9 - Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 10 - Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

## Apparel and Footwear in Vietnam - Industry Overview

### EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

#### MARKET DATA

Table 11 - Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 12 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 13 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 14 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 15 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 16 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 17 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 18 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 19 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 21 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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