

# Menswear in Vietnam

November 2023

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## Menswear in Vietnam - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sluggish growth in menswear in 2023 amid inflationary and economic challenges Male consumers turn to e-commerce for privacy and convenience Sustainable products are gaining attention from players and their customers

## PROSPECTS AND OPPORTUNITIES

Brighter economic performance should provide a boost to the growth of menswear Innovative products should contribute to the growth of menswear in the future Menswear players expected to focus on new strategies to target younger consumers

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