

Hosiery in Vietnam

November 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Hosiery sees healthy growth as consumers return to more active lifestyles
Sports events boost demand for non-sheer hosiery in 2023 while Uniqlo extends its lead
Online sales of hosiery thriving in 2023 but competitive landscape remains highly fragmented

PROSPECTS AND OPPORTUNITIES

Increasing fitness and race cation trend will boost the demand of hosiery
Unbranded and counterfeit products will continue to dominate sales, but the tide is turning as consumers focus on quality and comfort
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Apparel and Footwear in Vietnam - Industry Overview

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