



Euromonitor
International

Apparel Accessories in Vietnam

February 2026

Table of Contents

[Apparel Accessories in Vietnam - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Digital engagement and functional design expected to guide future performance

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Selective spending shaped overall category performance

Chart 2 - Da Nang Mega Sale 2025: Boosting Local Economy

Travel activity supported demand for specific accessories

WHAT'S NEXT?

Steady value growth expected across the forecast period

Technology adoption expected to guide future product development

Chart 3 - Analyst Insight

Younger consumers to shape style direction and design priorities

Chart 4 - Fashion and Accessories Market for National Day Celebration

COMPETITIVE LANDSCAPE

International brands maintained strong visibility in a fragmented market

Domestic, unbranded and digitalfirst challengers played a significant role

CHANNELS

Online channels gained importance as purchase behaviour continued to shift

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear in Vietnam - Industry Overview](#)

EXECUTIVE SUMMARY

Economic pressures drive promotional intensity and digital acceleration

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Price sensitivity and promotional intensity shape modest growth

Chart 6 - ACFC Private Sale Returns to Hanoi in Summer 2025

Sustainability and innovation in materials reshape consumer appeal

Chart 7 - Owen Introduces Ultra Modal High-Tech Following Tech-Infused Sustainability Trend

WHAT'S NEXT?

AI and innovation expected to drive premiumisation

Online shopping and functional design to reshape retail landscape

Chart 8 - Analyst Insight

Circular fashion and ethical production to gain momentum

Chart 9 - The Journey of Many Used Clothes in Vietnam

COMPETITIVE LANDSCAPE

International brands leverage digital agility to maintain leadership

Local brands compete on pricing and innovation amid economic pressure

CHANNELS

Offline retains dominance whilst e-commerce accelerates share gain

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in Vietnam 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Vietnam 2025

Chart 13 - Consumer Landscape in Vietnam 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/apparel-accessories-in-vietnam/report.