Euromonitor International

Menswear in Vietnam

February 2026

Table of Contents

Menswear in Vietnam - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Digital capabilities and sustainability credentials define future success
Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Economic pressures and promotional activity shape category performance
How Gen Z and local brands are redefining Vietnamese style
The rise of protective and performance menswear in Vietnam
Chart 2 - Owen Introduces Ultra Modal High-Tech following Tech-Infused Sustainability Trend

WHAT'S NEXT?

Evolving consumer priorities set to drive steady category expansion
Sustainability and inclusivity expected to define competitive positioning
How AI-powered marketing and digital platforms are reshaping retail
Chart 3 - Analyst Insight

COMPETITIVE LANDSCAPE

Market fragmentation maintained amid mixed brand performance

CHANNELS

Offline retail maintains leadership despite share erosion

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Economic pressures drive promotional intensity and digital acceleration

KEY DATA FINDINGS

Chart 4 - Key Trends 2025

INDUSTRY PERFORMANCE

Price sensitivity and promotional intensity shape modest growth
Chart 5 - ACFC Private Sale Returns to Hanoi in Summer 2025
Sustainability and innovation in materials reshape consumer appeal
Chart 6 - 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 7 - Analyst Insight
Circular fashion and ethical production to gain momentum
Chart 8 - 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 9 - Real GDP Growth and Inflation 2020-2030
Chart 10 - PEST Analysis in Vietnam 2025

CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Vietnam 2025
Chart 12 - 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/menswear-in-vietnam/report.