

Sportswear in Vietnam

November 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

A mixed outlook for sportswear in 2023 with the gloomy economic situation limiting growth

Sport events help boost the demand for sportswear in 2023.

Performance sports witnesses the strongest growth rate of value and volume in 2023.

PROSPECTS AND OPPORTUNITIES

Sportswear expected to see strong and stable growth as the economy recovers and consumers become more active

E-commerce and shopping centres expected to be the focus of sportswear brands over the forecast period

International brands likely to retain the lead but local players making significant strides

CATEGORY DATA

Table 1 - Sales of Sportswear by Category: Value 2018-2023

Table 2 - Sales of Sportswear by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Sportswear: % Value 2019-2023

Table 4 - LBN Brand Shares of Sportswear: % Value 2020-2023

Table 5 - Distribution of Sportswear by Format: % Value 2018-2023

Table 6 - Forecast Sales of Sportswear by Category: Value 2023-2028

Table 7 - Forecast Sales of Sportswear 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 8 - Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 9 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 10 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 11 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 12 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 13 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 14 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 15 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 16 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 17 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 18 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 19 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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/sportswear-in-vietnam/report.