

# Womenswear in Vietnam

November 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Elevated inflation and a slow economy limit the growth of womenswear in 2023

Livestreaming trend continues to find growing appeal in womenswear

Local brands are receiving more attention from Vietnamese consumers but Uniqlo the big winner in 2023

#### PROSPECTS AND OPPORTUNITIES

Womenswear is predicted to see a steady recovery as Vietnam looks towards a brighter economic future

Shoppertainment trend looks set to find a growing audience as consumers look for more from their shopping experience

Rental services could present challenges and opportunities to producers of womenswear

#### CATEGORY DATA

Table 1 - Sales of Womenswear by Category: Volume 2018-2023

Table 2 - Sales of Womenswear by Category: Value 2018-2023

Table 3 - Sales of Womenswear by Category: % Volume Growth 2018-2023

Table 4 - Sales of Womenswear by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Womenswear: % Value 2019-2023

Table 6 - LBN Brand Shares of Womenswear: % Value 2020-2023

Table 7 - NBO Company Shares of Women's Nightwear: % Value 2019-2023

Table 8 - LBN Brand Shares of Women's Nightwear: % Value 2020-2023

Table 9 - NBO Company Shares of Women's Outerwear: % Value 2019-2023

Table 10 - LBN Brand Shares of Women's Outerwear: % Value 2020-2023

Table 11 - NBO Company Shares of Women's Swimwear: % Value 2019-2023

Table 12 - LBN Brand Shares of Women's Swimwear: % Value 2020-2023

Table 13 - NBO Company Shares of Women's Underwear: % Value 2019-2023

Table 14 - LBN Brand Shares of Women's Underwear: % Value 2020-2023

Table 15 - Forecast Sales of Womenswear by Category: Volume 2023-2028

Table 16 - Forecast Sales of Womenswear by Category: Value 2023-2028

Table 17 - Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028

Table 18 - Forecast Sales of Womenswear 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 19 - Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 20 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 21 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 22 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 23 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 24 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 25 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 26 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 28 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 30 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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