



Childrenswear in Vietnam

January 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Childrenswear rebounds strongly, as parents now more confident to take their children out again

Parents are paying more attention to the characteristics of the materials in the clothing they select for their children

Growth of e-commerce helps to boost sales of childrenswear

PROSPECTS AND OPPORTUNITIES

Ongoing positive growth expected, with boys' apparel slightly outperforming apparel for girls

Online shopping trends set to continue over the forecast period, although counterfeit goods will suppress potential sales

Fiercer competition expected in a highly fragmented category

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