



Apparel and Footwear Specialists in Vietnam

February 2024

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Apparel and Footwear Specialists in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slowed growth in current value sales for apparel and footwear specialists in 2023 as players close down stores
Players continue to shop online post-pandemic
Uniqlo continues to open more stores in Vietnam as local consumers continue to favour international brands

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Category to see positive growth in the forecast period
Online shopping trend presents obstacle to greater growth
Apparel and footwear retailers will continue to focus on sustainability

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