



Euromonitor  
International

# Jeans in Vietnam

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## Jeans in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Jeans begins to rebound slightly in value terms in 2024  
Super premium and standard jeans witness value declines  
Super light jeans are attracting attention from Vietnamese consumers

#### PROSPECTS AND OPPORTUNITIES

Brighter economic performance will boost the performance of jeans in the future  
Retail sales of jeans expected to be boosted by online shopping  
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