



Menswear in Vietnam

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Menswear grows slightly in 2024 thanks to gradual economic recovery
More innovative and sustainable products are launched by companies to attract customers
Local brands have attracted more attention from Vietnamese consumers

PROSPECTS AND OPPORTUNITIES

Brighter economic performance will boost the growth of menswear in the forecast period
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Apparel and Footwear in Vietnam - Industry Overview

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