



Sportswear in Vietnam

November 2023

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Sportswear in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

A mixed outlook for sportswear in 2023 with the gloomy economic situation limiting growth

Sport events help boost the demand for sportswear in 2023.

Performance sports witnesses the strongest growth rate of value and volume in 2023.

PROSPECTS AND OPPORTUNITIES

Sportswear expected to see strong and stable growth as the economy recovers and consumers become more active

E-commerce and shopping centres expected to be the focus of sportswear brands over the forecast period

International brands likely to retain the lead but local players making significant strides

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