

# Childrenswear in Vietnam

November 2023

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## Childrenswear in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Childrenswear records strong growth in value and volume terms in 2023

Players focus on product materials to win over parents and guardians

Local brands focusing on meeting the changing needs of locals, but Uniqlo remains the standout player

#### PROSPECTS AND OPPORTUNITIES

Childrenswear will grow healthily thanks to better economic performance

Livestreaming and e-commerce should help to boost sales of childrenswear

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