



# Jeans in Vietnam

November 2023

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## Jeans in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflation and economic downturn having a negative impact on sales of jeans  
Premium Jeans witnesses dynamic growth thanks in large part to the rapid rise of Uniqlo  
Online shopping boosts the sale value and volume of Jeans in 2023

#### PROSPECTS AND OPPORTUNITIES

Jeans is expected to benefit from brighter outlook for the economy and a new denim cycle  
Super premium jeans may need to utilise discounting activity to drive sales  
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