

# Womenswear in Vietnam

November 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Elevated inflation and a slow economy limit the growth of womenswear in 2023

Livestreaming trend continues to find growing appeal in womenswear

Local brands are receiving more attention from Vietnamese consumers but Uniqlo the big winner in 2023

### PROSPECTS AND OPPORTUNITIES

Womenswear is predicted to see a steady recovery as Vietnam looks towards a brighter economic future

Shoppertainment trend looks set to find a growing audience as consumers look for more from their shopping experience

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