



Euromonitor
International

Childrenswear in Vietnam

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Material innovation and omnichannel expansion set to guide steady growth

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Value-led growth amid softer demand

Chart 2 - AvaKids Launched Regular Discounts of up to 50% for Childrenswear in 2025

Promotions and price sensitivity shape purchasing patterns

Chart 3 - Mega Discount at the Shopping Season programme in Ho Chi Minh City

Tourism recovery supports demand for casual and occasion wear

WHAT'S NEXT?

Forecast growth and emerging purchasing patterns

Chart 4 - Analyst Insight

Technology and materials to guide future product development

Navigating the sustainable shift in Vietnam's childrenswear

COMPETITIVE LANDSCAPE

Brand familiarity and broad reach support leading positions

Seasonal activities support brand visibility and engagement

Chart 5 - Rabity's Vietnam Independence Day Short-Sleeve T-Shirt for Boys/Girls

CHANNELS

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Economic pressures drive promotional intensity and digital acceleration

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Price sensitivity and promotional intensity shape modest growth

Chart 7 - ACFC Private Sale Returns to Hanoi in Summer 2025

Sustainability and innovation in materials reshape consumer appeal

Chart 8 - Owen Introduces Ultra Modal High-Tech Following Tech-Infused Sustainability Trend

WHAT'S NEXT?

AI and innovation expected to drive premiumisation

Online shopping and functional design to reshape retail landscape

Chart 9 - Analyst Insight

Circular fashion and ethical production to gain momentum

Chart 10 - The Journey of Many Used Clothes in Vietnam

COMPETITIVE LANDSCAPE

International brands leverage digital agility to maintain leadership

Local brands compete on pricing and innovation amid economic pressure

CHANNELS

Offline retains dominance whilst e-commerce accelerates share gain

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Vietnam 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Vietnam 2025

Chart 14 - Consumer Landscape in Vietnam 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/childrenswear-in-vietnam/report.