



Jeans in Vietnam

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Jeans begins to rebound slightly in value terms in 2024
- Super premium and standard jeans witness value declines
- Super light jeans are attracting attention from Vietnamese consumers

PROSPECTS AND OPPORTUNITIES

- Brighter economic performance will boost the performance of jeans in the future
- Retail sales of jeans expected to be boosted by online shopping
- Innovative products will encourage consumers to purchase jeans in the future

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