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# Sportswear in Vietnam

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sportswear records dynamic retail current value growth in 2024
- Performance footwear records the strongest value growth in sports footwear in 2024
- International brands continue to lead sportswear in Vietnam in 2024

PROSPECTS AND OPPORTUNITIES

- Sportswear will continue to grow due to the fitness trend and better economic performance
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Apparel and Footwear in Vietnam - Industry Overview

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