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Sector Brief

Vietnam Retail Fashion

" Loving Global, Buying Local"

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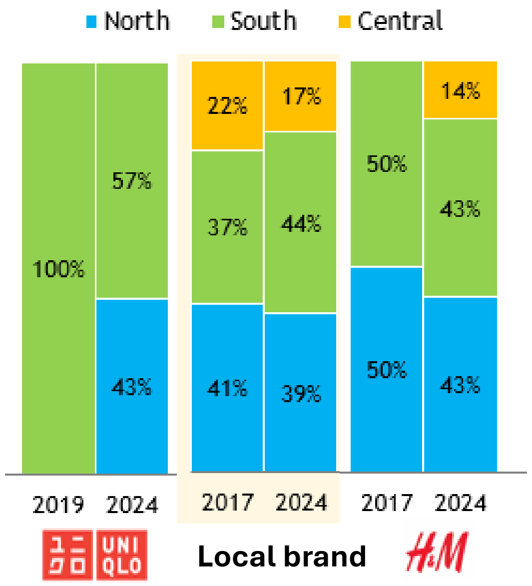
Vietnam Retail Fashion – Sector Briefing by FiinGroup

Rising affluence, awareness & a young aspirational population is driving a fashion transformation in Vietnam

- Vietnam's fashion demand has traditionally been fulfilled by locally designed, affordable mass-market apparel, tailored clothing, individual-run small high street boutiques and traditional wear like the "ao dai" for women
- The government's focus on transforming Vietnam into a global textile hub has been a magnet to attract significant foreign investment, resulting in the country ranking amongst top-3 exporters globally. Global brands Zara, H&M, Uniqlo, Gucci are expanded footprint.
- A growing domestic demand driven by urbanization, rising disposable incomes and burgeoning consumer interest in high-end brands is creating a $3.5bn fashion retail market (2025) growing at 9-10% to reaching 16m users by 2029



REGIONAL PRESENCE:
Mostly BIG URBAN Centric

Global chains now jostle with numerous domestic players:

- **International brands excel in revenue per store** and sales efficiency due to strong brand positioning, efficient supply chains, data-driven inventory management, and seamless omnichannel integration
- **Local brands lead in total store expansion**, reflecting strong consumer demand for domestic fashion labels

	Local Brand 1	Local Brand 2	Local Brand 3	Local Brand 4	Local Brand 5	International Brand 1	Local Brand 6	Local Brand 7	International Brand 2	International Brand 3
Avg. selling space/store	160m²	89m²	139m²	179m²	136m²	1,750m²	453m²	498m²	1,546m²	2,700m²
#of Stores (2024)	127	85	63	56	35	28	21	18	14	3
Net Sales (2023)	**$34.8mn**	**$25.6mn**	**$22.8mn**	**$8.3mn**	**$2.8mn**	**$135.8mn**	**$10.8mn**	**$6.3mn**	**$47.5mn**	**$57.9mn**
Network North South Central	49 56 22	40 29 15	23 28 12	27 18 13	25 3 7	13 15 0	18 0 3	14 1 2	6 6 2	2 1 0

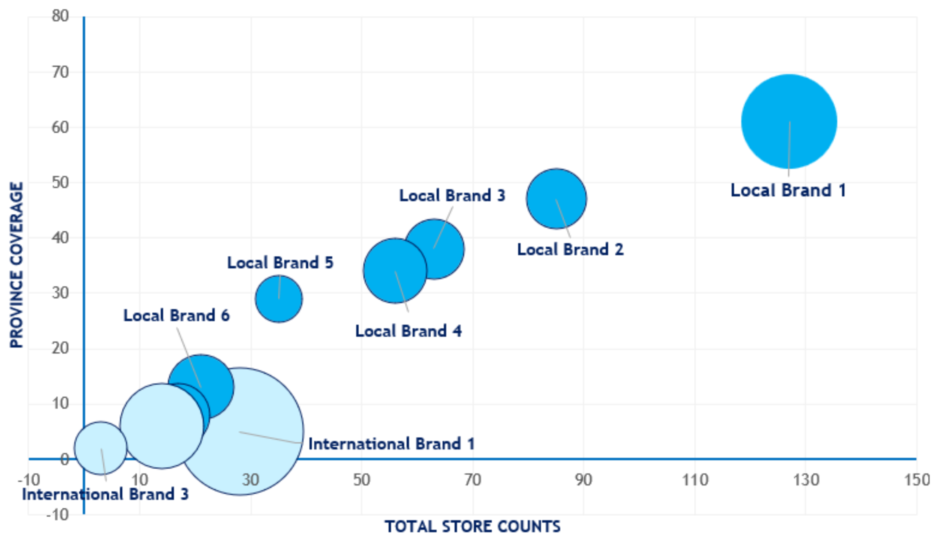
Data Sources: FiinGroup, ABR, Statista

Vietnam Retail Fashion

Cash Cow or Cost Camel?	
Global Powerhouses: Metro City Presence High Sales Per Store	**Aggressive Expanders** Wide Network Lower Revenue/Store
Balanced performers Sustainable Scalers Steady Revenue	**Niche Premium** Small Network High Revenue Efficiency

REVENUE

STORE NETWORK



Fashion Player Business Strategies

1. Global powerhouses (Uniqlo, H&M): top locations, global brand power, high-revenue per store
2. Aggressive expanders (Sixdo) focus on expansive reach, lower per-store efficiency
3. Balanced performers (NEM) sustainable scale-up, maintain solid per-store revenue
4. Niche premium (Chic-Land, Eva De Eva) fewer stores optimized for maximum profitability

The Sector in Numbers

Average

- **Store size =** 300 Sqm
- **Staff / Area =** (premium content)
- **Footfall p.a. =** 10,300 (High street)
- **Conversion =** (premium content)
- **Sales/ Sq m =** (premium content)
- **Discount Rate =** 23%
- **SG&A =** 46%

Takeaways: Fashion retailer strategies to capture growing demand

- **Expand to new target segments**: Explore beyond major cities
- **Optimize store formats**: Higher efficiency retailing models
- **Cost-effective sourcing :** Ensure long-term profitability
- **Embrace digital fully:** E-comm, omnichannel, marketplaces

Have questions on the Vietnam's Fashion Retailing Industry?

**As Vietnam's leader in market intelligence, comprehensive sector reports and industry information..
Fiingroup can provide answers to your questions like these**

1. Total market size of Vietnam's Retail Fashion market, regional landscape and key players
2. Recent growth pattern, forecasts and trends of Vietnam's Retail fashion industry
3. Competitive landscape among key players : Market share and positioning
4. Major player's key product offerings, features and differentiators
5. Key strategies of international fashion chains, local biggies and niche players
6. Financial & store performance of players: growth, profitability, footfall, revenue efficiency by area, staff
7. Online buying, growth drivers and digital presence of brands
8. Environmental, sustainability practices of fast and ethical fashion in Vietnam

A selection of sectors we cover:

Financial Services
- Banking
- Consumer Finance
- Payment Services
- Leasing
- Insurance

Food & Beverages
- Food Processing
- Food Services
- Beverage

Utilities
- Water Supply
- Energy

Consumer Retail
- ICT Retail
- Fashion Retail
- Convenience Store
- Health & Beauty Store

Construction & Construction Materials
- Cement
- Additives and Concrete
- Admixtures
- Steel & Other Metals
- Construction

Healthcare
- Hospital and Clinics
- Medical Equipment
- Pharmaceuticals

Industrial Goods
- Waste Treatment & Recycling
- Flexible Packaging

Logistics
- Warehouse (incl. cold chain logistics)
- Port Operation

Information & Communication Technologies

Automobiles & Auto-Parts

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Korean

HYOSUNG, LOTTE HIMART, ShinhanCard, nipa, kotra Korea Trade-Investment Promotion Agency, DASS Tech, KB Kookmin Card, SAMSUNG, SK ecoplant, MIRAE ASSET Finance Company, NICE

Local

TECHCOMBANK, VNG, HD SAISON, SHBFinance, FE CREDIT, HOME CREDIT, Xuan Thanh Cement, DUYTAN PLASTICS

International

THE WORLD BANK, SCG, McKinsey & Company, TEMASEK, EY, pwc, IFC, USAID, BCG, YCP Solidiance