

GLOBAL CONSUMER INSIGHTS

IN VIETNAM

SHOPPING TRENDS

↑ = significantly higher in 2025 ↓ = significantly lower in 2025

79%

Feel very/somewhat optimistic about their financial situation



Top Retailers Shopped for Clothing

95%  ↑
Online only store

77% 
Peer to peer (Online)

75% 
Street market (In-Store)

Top Ways Plan to Shop for Clothing in Next Year

Top Way Plan to Shop

61%

I will buy clothing in the latest styles

96%

I will buy more comfortable clothing

91%

I will do more research so I can get the best value

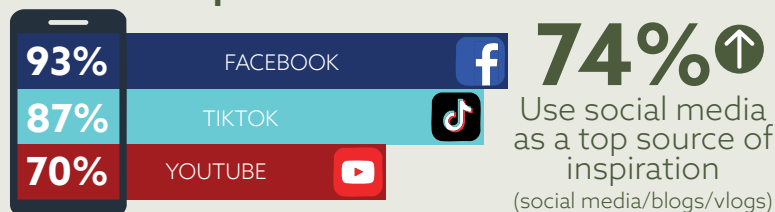
90%

I will buy higher-quality, longer-lasting items

Preferred Shopping Method



Top Social Media Sources



Drivers of Consumer Preference



Soft

 66%

Comfortable

 44%

Authentic

 40%

Cotton Preference

 ↑
Cotton


Denim


Cotton blends

30% ↑
Prefer Cotton, Cotton blends, or Denim

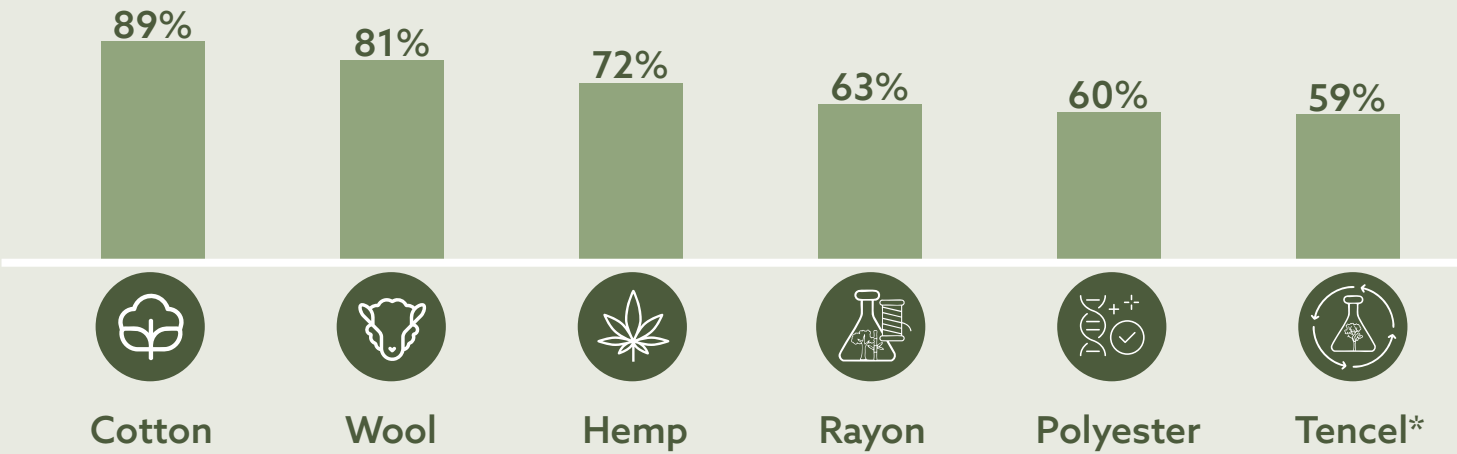
SUSTAINABILITY ↑ = significantly higher in 2025 ↓ = significantly lower in 2025



Top Reasons Would Pay More for Clothes Made from Natural Fibers



% Say Is Safe for the Environment (Top 5 of 11)



*Tencel is a trademark of Lenzing