

INDUSTRY UPDATE

H1 2026

TABLE OF CONTENTS

- **[GLOBAL]**
 - [From Reactive To Strategic In 2026](#)
 - [Trade and Compliance](#)
 - [Faster Order Cycles](#)
 - [Global Sourcing Advantage](#)
 - [Product Data and Consumer Readiness](#)
- **[LOCAL]**
 - [Vietnam Is No Longer An Alternative. It Is A Strategic Sourcing Base.](#)
 - [Vietnam's Investment Confidence Is Strengthening.](#)
 - [Market Access 2026: A Quick Reference](#)
- **[SUPPLY CHAIN]**
 - [The Next Advantage Is Control](#)
- **[SUSTAINABILITY]**
 - [From Positioning To Proof](#)
 - [\[UA\]'s Position](#)
 - [Sustainability Regulatory Timeline](#)
- **[PEOPLE]**
 - [The Entry Path Is Changing](#)
- **[DEVELOPMENT]**
 - [FW27 Seasonal Direction](#)
- **[INNOVATION & TECHNOLOGY]**
 - [ERP First. AI Second.](#)
 - [What's Working At UnAvailable?](#)
 - [RFID: From Project To Operational Infrastructure](#)
- **[SHIPPING]**
 - [Predictability Matters More Than The Lowest Rate](#)
- **[RAW MATERIALS]**
 - [Material Decisions Start The Timeline](#)



[GLOBAL]

FROM REACTIVE TO STRATEGIC IN 2026

2025 was about reacting to change and adjusting accordingly. The start of 2026 has been about building the operating model to move through it.

Across global apparel, the conversation has shifted from short-term problem solving to long-term resilience. Brands are still managing some tariff uncertainty, compliance requirements, changing consumer demand and shipping volatility, but the response is becoming more structured. The strongest brands are not only asking where to source. They are asking how each supplier, material, market and shipment fits into a wider global strategy.

That is the shift. Sourcing is becoming less transactional and more integrated.



At UnAvailable, we are focusing on four key areas to help our clients stay prepared, move with more confidence and remain ahead of the market. There are four main areas that we are putting our focus and working on to ensure that our clients benefit and are ahead of the game:

- Trade and Compliance
- Faster Order Cycles
- Product Data and Consumer Readiness
- Global Sourcing Advantage

TRADE & COMPLIANCE

WHAT IS HAPPENING IN 2026?

Trade and compliance requirements remain active across key markets. The details are different by market, but the direction is consistent. Brands need clearer records, stronger product data and better proof behind claims.

UNITED STATES

In the U.S., tariff policy, origin checks and customs enforcement continue to influence sourcing decisions.

EUROPE

In Europe, product-level regulation is moving closer through Digital Product Passport preparation, ESPR requirements and new rules around unsold goods.

UK & AUSTRALIA

In the UK and Australia, documentation, labelling and origin accuracy remain important for smooth market access.

While the specifics may differ, the overarching trend is clear: greater accountability, stronger product data, and robust evidence behind all claims are now non-negotiable for market entry and sustained growth.

WHAT DOES THIS MEAN FOR BRANDS?

Compliance is no longer a final-stage admin task. It now needs to be considered from the beginning of product development, material planning, sourcing allocation and market delivery. A fabric choice, trims decision or country-of-origin pathway can influence duty treatment, documentation requirements and product-level readiness later.

WHAT SHOULD BRANDS PREPARE FOR NEXT?

Brands should start building product files that are ready for customs, compliance, sustainability review and future traceability requirements from the beginning.

This means preparing:

- Clear country-of-origin information
- Accurate BOM and material records
- Supplier certificates
- Product composition details
- Shipping and customs documentation
- Proof behind sustainability or product claims



2026 OPPORTUNITY

Brands equipped with accurate documentation, transparent origin records, and structured supplier data will gain a significant competitive advantage. This preparedness will enable them to accelerate market entry, substantially reduce operational risks, and respond with greater confidence and agility across complex global markets.

FASTER ORDER CYCLES

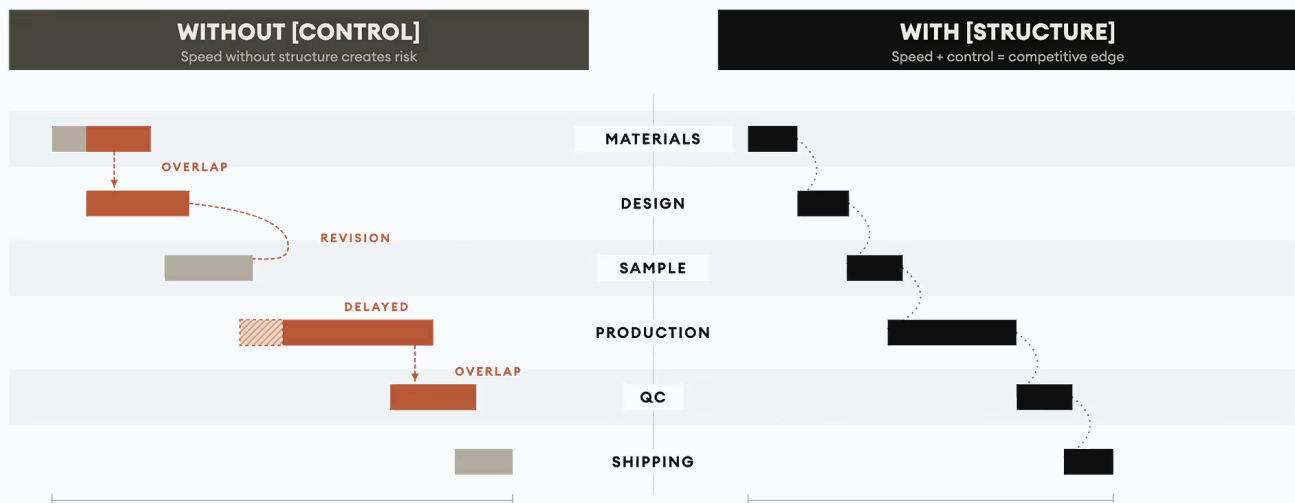
WHAT IS HAPPENING IN 2026?

Order cycles are continuing to be pushed to shorten. Brands are moving towards strategic drops, more frequent product refreshes, tighter reorder windows and more flexible production planning. This reflects both consumer behaviour and a stronger focus on inventory discipline.

The goal is no longer just to produce faster. The goal is to produce with more control.

WHAT DOES THIS MEAN FOR BRANDS?

Speed and flexibility are now key manufacturing differentiators. Price still matters, but speed without control creates risk. A shorter timeline only works if materials, approvals, production, documentation and logistics move together. When one part of the process is delayed, the impact can move quickly through the full calendar.



WHAT SHOULD BRANDS PREPARE FOR NEXT?

Brands should work closer with UA and strategically align on categories, collections that can use faster order cycles to improve responsiveness, not create more pressure.

This means:

- Confirming materials earlier
- Reducing late design or fabric changes
- Planning reorder logic before launch
- Allowing realistic time for approvals
- Connecting production planning with shipping windows
- Working with suppliers who can give clear updates and visibility

GLOBAL SOURCING ADVANTAGE

WHAT IS HAPPENING IN 2026?

Global sourcing is becoming more balanced and more intentional. Brands are still diversifying, but they are also moving toward fewer, stronger and more integrated supplier partnerships. The focus is not only on changing countries. It is on improving execution across the full system.

For brands shipping globally, this matters. A supplier must be able to support different market requirements, different delivery timelines, specific quality standards and different documentation needs without creating unnecessary complexity.

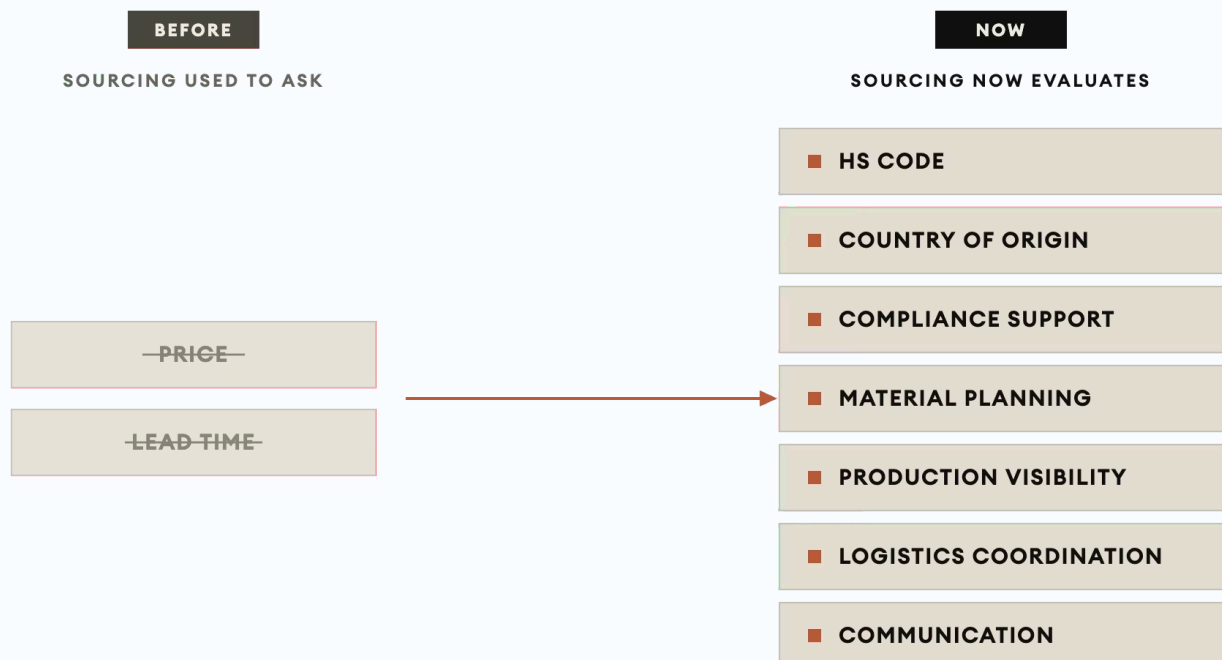
WHAT DOES THIS MEAN FOR BRANDS?

The best sourcing decisions are no longer based only on country or price. They are based on reliability, systems, communication, material planning, compliance support, production visibility and logistics coordination.

This is where Vietnam remains strongly positioned. The country continues to benefit from global sourcing diversification, but its real advantage in 2026 is the ability to support more structured, compliant and resilient manufacturing.

WHAT SHOULD BRANDS PREPARE FOR NEXT?

Brands should look for suppliers who bring together documentation, communication, material planning, production visibility, and logistics coordination into one clear system. That is what makes a sourcing partner genuinely valuable across multiple markets, and built for growth, not just one order.



2026 OPPORTUNITY

For brands shipping to the U.S, EU, UK, Asia and Australasia markets, the advantage comes from working with suppliers who can support global requirements through one clear, coordinated system.

PRODUCT DATA & CONSUMER READINESS

WHAT IS HAPPENING IN 2026?

Product discovery is becoming more digital, more automated and more selective.

AI tools, marketplace search, recommendation engines and social platforms are influencing what consumers see first. At the same time, consumers are buying more carefully. Value, quality, durability and trust are playing a stronger role in purchase decisions. This means products need to be understood clearly by both people and systems.

A product with clear material information, fit details, care instructions, use case, sustainability proof and consistent descriptions is easier to find, compare and trust.

WHAT DOES THIS MEAN FOR BRANDS?

Product data is becoming part of product marketing. The way a product is described, structured and supported with proof can influence how easily it is discovered, how confidently it is purchased and how well it performs across digital channels.

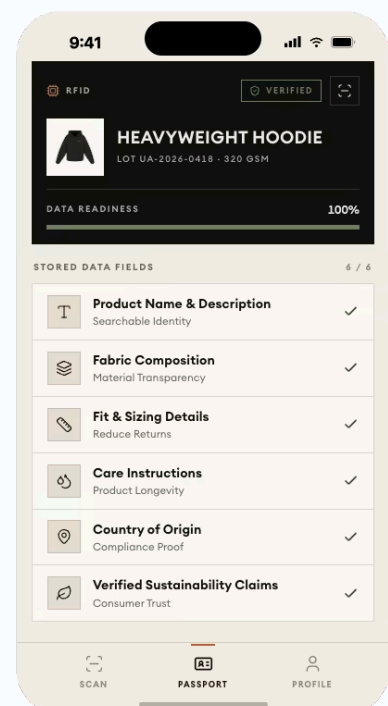
A hoodie is no longer just a hoodie. It is also a set of searchable details: fabric, weight, fit, origin, care, function, durability and value.

WHAT SHOULD BRANDS PREPARE FOR NEXT?

Brands should treat product information as a commercial asset, not just backend admin.

This means preparing:

- Clear product names and descriptions
- Complete fabric composition
- Consistent fit and sizing details
- Accurate care information
- Product use-case details
- Verified sustainability claims
- Structured product data across websites, wholesale tools and marketplaces



2026 OPPORTUNITY

Brands that organise product data now will be better prepared for AI-led search, resale, repair, customer service, Digital Product Passport readiness and future compliance needs.

A nighttime photograph of a city skyline, likely San Francisco, featuring the Transamerica Pyramid on the left. The city is illuminated with various lights, and a river or bay is visible in the foreground with several boats. The text "[LOCAL]" is overlaid in white on the left side of the image.

[LOCAL]



LOCAL

VIETNAM IS NO LONGER AN ALTERNATIVE. IT IS A STRATEGIC SOURCING BASE.

Vietnam continues to strengthen its position as one of the most important apparel manufacturing markets globally.

Vietnam's garment and textile sector closed 2025 at approximately **US\$46.2 billion in exports**, up **5.6% year-on-year**. Momentum continued into 2026, with textile and garment exports reaching approximately **US\$10.57 billion in Q1 2026**, up **2.9% year-on-year**, and the sector targeting around **US\$49 billion** for the full year.

This reflects steady demand from key markets, strong order flow, sourcing diversification and Vietnam's ongoing role as a strategic manufacturing base.

Vietnam's value is also changing. The country is no longer being assessed only as a cost alternative to China. In 2026, its value is increasingly based on production capability, free trade agreement access, improving infrastructure, compliance readiness, factory-level systems, material coordination, supplier adaptability, speed and reliability.

\$46.2B

2025 EXPORT RESULT

up 5.6% year-on-year

\$10.6B

**Q1 2026 EXPORT
RESULT**

up 2.9% year-on-year

\$49B

2026 TARGET

VITAS full-year target

8.02%

**VIETNAM GDP
GROWTH**

2025 national GDP growth

Vietnam didn't just benefit from the global supply chain reshuffle. It became one of its defining outcomes.

VIETNAM'S INVESTMENT CONFIDENCE IS STRENGTHENING.

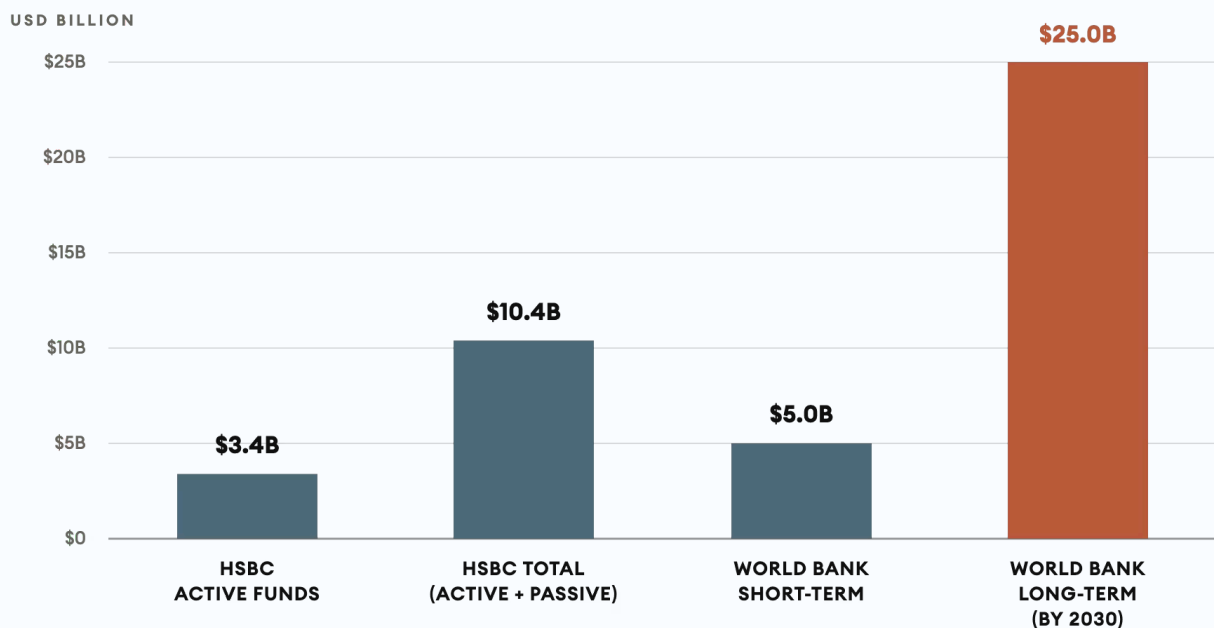
Vietnam is entering a new investment tier in 2026. FTSE Russell has confirmed Vietnam's reclassification from **Frontier Market** to **Secondary Emerging Market** status, effective from **21 September 2026**. Vietnam's inclusion into FTSE global equity indices will be phased from September 2026 through September 2027.

For investors, this is a strong signal of Vietnam's growing financial maturity and global market confidence. It is expected to increase Vietnam's visibility to passive funds, ETFs and active global managers, with several billion dollars of potential foreign capital inflows projected over time.

For brands sourcing from Vietnam, the relevance is indirect but important. Stronger capital market recognition supports long-term investment confidence, continued infrastructure development, manufacturing capability and financial system stability.

For the apparel industry, this reinforces Vietnam's position as a long-term strategic sourcing base, not only a short-term production alternative.

Vietnam's FTSE Emerging Market upgrade is expected to attract significant foreign capital inflows, with estimates ranging from **USD 3.4B** in active fund inflows to a potential **USD 25B** long-term opportunity by 2030.



Upgraded October 2025 • Effective September 2026 • Signals sustained investor confidence in Vietnam as an emerging economy

Source: Vietnam: Projected Capital Inflows - FTSE Emerging Market Upgrade

MARKET ACCESS 2026: A QUICK REFERENCE

Vietnam’s FTA network gives brands access to many preferential or zero-duty opportunities. For cotton apparel, the strongest advantage is achieved when **HS code, fabric origin, rules of origin and Certificate of Origin** are confirmed early.

Market	Framework	Tariff Position	Key Compliance Watch Point
Australia / New Zealand	AANZFTA / CPTPP	0% for qualifying goods	Modern slavery, climate disclosure, product safety, fibre and care labelling
Canada	CPTPP	0% for qualifying goods	Bilingual labelling, CA number / dealer identity, flammability, forced labour reporting
China	RCEP / China Domestic Rules	Preferential duty may apply	GB standards, Simplified Chinese label, CNAS/CMA testing, safety category
EU	EVFTA	0% / reduced duty for qualifying goods	REACH, green claims, EU Economic Operator, traceability, DPP readiness
Japan	CPTPP / VJEPA / RCEP	Preferential duty may apply	Japanese labelling, fibre composition, care instructions, country of origin, chemical controls
South Korea	VKFTA / RCEP	Preferential duty may apply	Label, chemical and customer-specific inspection requirements
UK	UKVFTA / CPTPP	0% / reduced duty for qualifying goods	Modern Slavery Act and supplier due diligence expectations
USA	MFN, no FTA	MFN duties apply, approx. 16–20% for many cotton apparel categories	UFLPA, forced labour, PFAS, FTC labelling, CPSC, Prop 65



Key takeaway:

Vietnam’s market access advantage is strongest when product planning and documentation are aligned early.

The background is a dark, almost black, textured surface. It appears to be a close-up of a material with a fine, irregular texture, possibly wool or a similar fibrous material. A prominent diagonal crease or fold runs from the upper right towards the lower left, creating a sense of depth and movement. The lighting is subtle, highlighting the texture of the material.

[SUPPLY CHAIN]

THE NEXT ADVANTAGE IS CONTROL.

For years, supply chain strength was often measured by access to factories, available capacity and competitive pricing. In 2026, that is no longer enough. The brands performing best are not only asking, **“Can this supplier make it?”** They are asking, **“Can this supplier help us move with control?”**

Controlling the system as a whole is prioritised over materials, timelines, documentation, quality, and communication when things change.

Control over materials.

Control over timelines.

Control over documentation.

Control over quality.

Control over shipping readiness.

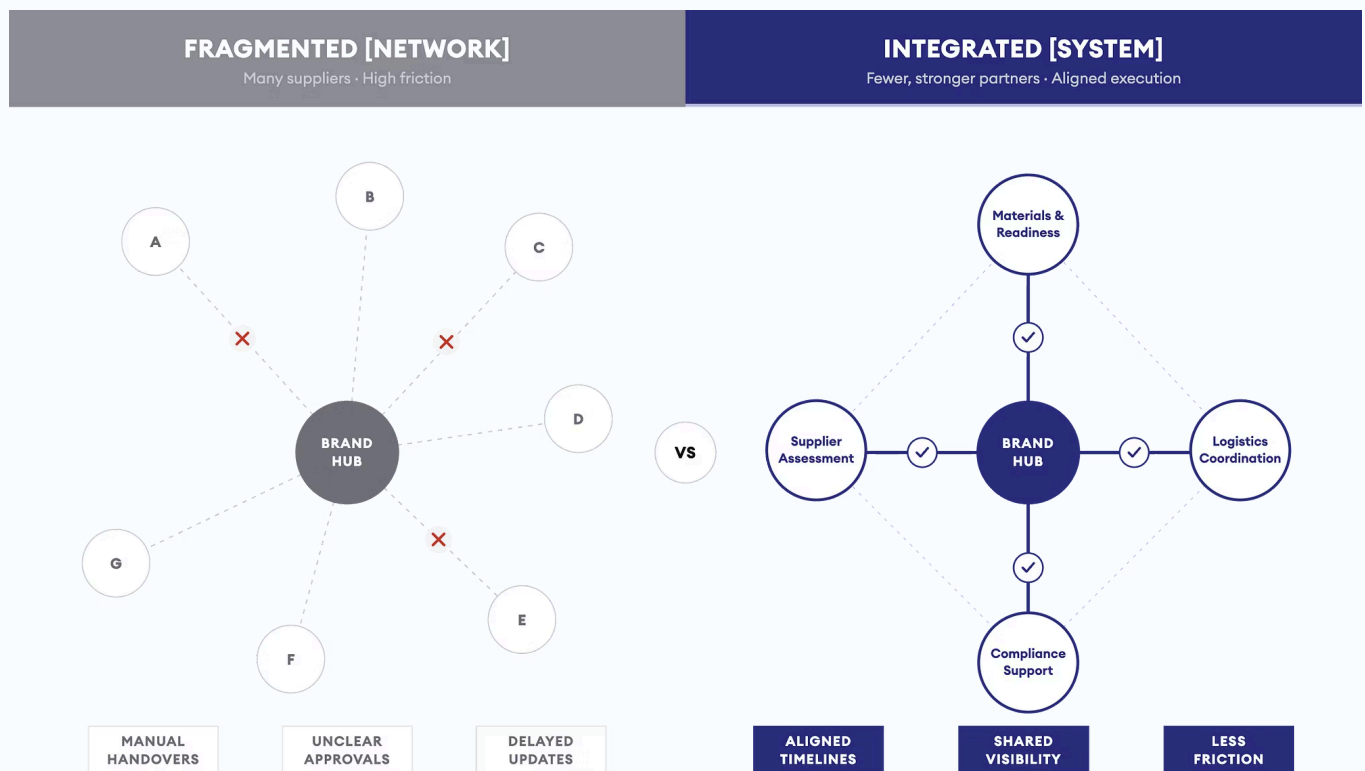
Control over communication when things change.

That is where supply chain advantage is moving.

THE SHIFT WE ARE SEEING

Brands are moving away from large, fragmented supplier networks and toward fewer, stronger and more integrated partners. This does not mean reducing flexibility. It means reducing friction. Every extra supplier, manual handover, late update or unclear approval point creates another place where time can be lost.

In shorter order cycles, those small delays can quickly affect launch timing, margin and sell-through. The strongest supply chains are now built around alignment, not just availability.



The strongest supply chains are built around [ALIGNMENT], not just availability.

WHY THIS MATTERS NOW

Order cycles are getting pushed to be shorter. Reorders are faster. Compliance requirements are tighter. Shipping windows are less forgiving. At the same time, material readiness has become one of the biggest pressure points. A style may be ready to place, but if fabric, trims, testing, approvals or documentation are not aligned, the full timeline is still exposed.

The real question is no longer can the factory produce it? It is, can the full system move together?

A low FOB price loses its value fast when hidden costs creep in; delayed materials, late approvals, quality rework, documentation gaps, and missed vessel bookings. At UnAvailable, our supply chain focus is built around making execution clearer and more connected in the earlier stages:

- Material Readiness
- Supplier and Internal Coordination
- ERP Visibility and Connection
- Supplier Assessments
- Documentation Accuracy
- Shipping Readiness
- Faster Communication across teams

The goal is straightforward: help our clients make decisions earlier, and reduce avoidable pressure later.

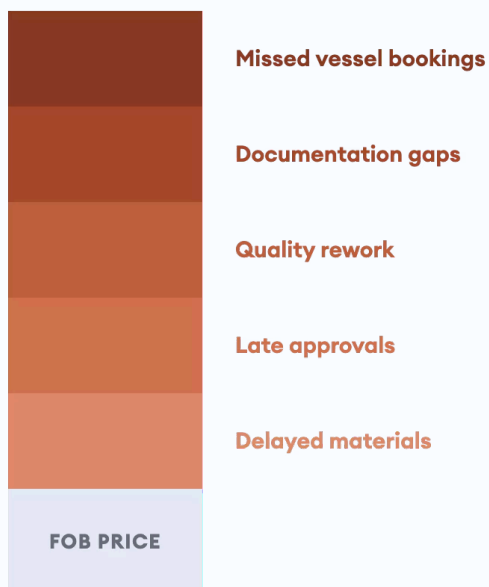
LOW FOB PRICE

Apparent cost only

CONTROLLED EXECUTION

Full system aligned

REAL TOTAL COST



NO HIDDEN COSTS

FOB PRICE

AVOIDABLE
EXPOSURE

An aerial photograph of a wind farm situated in a mountainous, forested landscape. Several white wind turbines are visible, spaced out across the ridges. The terrain is covered in dense green vegetation, and the sky above is filled with heavy, grey clouds. The overall tone is somber and atmospheric.

[SUSTAINABILITY]

WE ARE B CORP CERTIFIED!



This is independent verification across every dimension of how a company operates; governance, worker welfare, community B Corp certification is independent verification across how we operate as a business, not just what we produce. It covers governance, worker wellbeing, community impact, environmental performance, and customer relationships. It is one of the most rigorous third party standards in the world, and we are one of very few garment factories in Southeast Asia to achieve it.

B Corp is not a sustainability badge. It is a whole business assessment. It looks at how UnAvailable runs day to day, how decisions are made, how people are treated, and what standards are actually in place. Passing means our operations have been reviewed and verified end to end. For brands, this matters because it is proof, not a promise.

We are proud to share that UnAvailable has achieved B Corp certification with a score of **89.2**. This reflects the effort across every department and the work that went into building stronger systems, not just stronger statements.

We have also completed our first external GHG audit under ISO 14064 1 with BSI. We now have a verified carbon baseline. From here, our five year Carbon Neutral Roadmap is being built on numbers we can stand behind.

B CORP

CERTIFIED

Among first SEA garment factories

89.2

B CORP SCORE

Among the highest in the region

992 MWH

SOLAR GENERATED

2021 to 2024

~720T

CO2 AVOIDED

Cumulative to date

The next stage is to connect sustainability data with the product journey. Our ERP integration, RFID rollout, and documentation systems are being built as sustainability infrastructure. When a garment's material origin, process, and quality outcome are tracked at every stage, the result is the product-level data that brands need for compliance, customer communication, and market access.

FROM *POSITIONING* TO *PROOF*

Sustainability is moving from brand messaging to *product-level proof*.

That proof may include material composition, fibre origin, supplier records, certifications, chemical compliance, emissions data, care information, durability, and end-of-life options. The shift is not only about regulation. It is about building more trusted products, better systems, and stronger long-term value.

And consumer demand is pushing in the same direction: 74% of consumers say they are willing to pay a premium for fully traceable, sustainability-verified fashion items. (*Strategy& / Appinio, Dec 2025*)

Sustainability is no longer sitting only with ESG teams.

It now connects directly to development, sourcing, merchandising, compliance, production, and logistics. A fabric choice can affect traceability. A certification gap can affect a product claim. An overproduction decision can create inventory pressure under new EU rules.

Brands that organise product data early will be easier to support and faster to move.

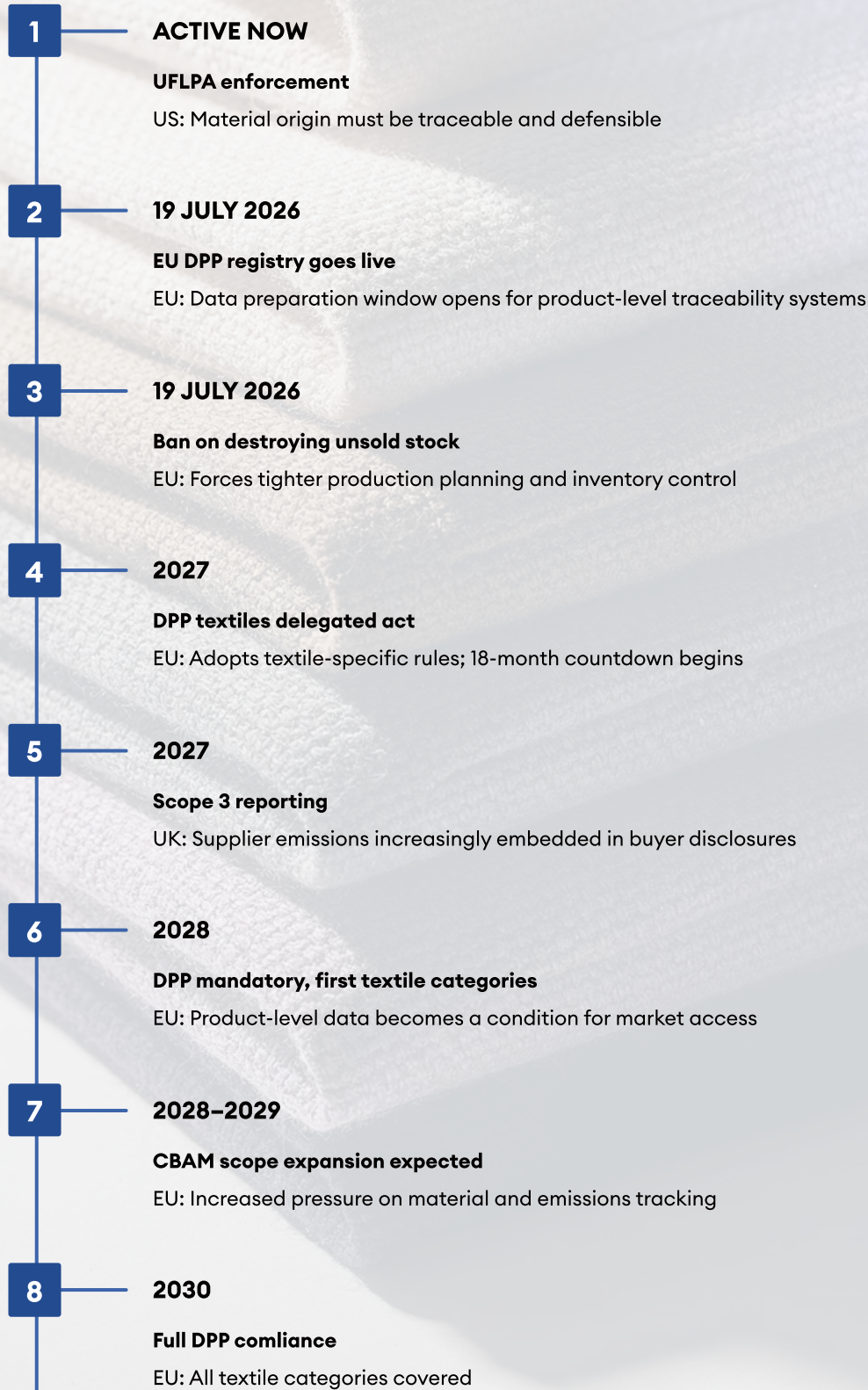
Clean product records serve multiple needs at once; compliance review, customer transparency, material traceability, product claims, resale and repair eligibility, inventory planning, and *Digital Product Passport* readiness. This is where sustainability becomes a commercial tool, not just a reporting requirement.



The real question is no longer *"Is this brand sustainable?"*. It is *"Can this product prove what it claims?"*

SUSTAINABILITY REGULATORY TIMELINE

Key compliance deadlines for apparel brands and manufacturers across EU, UK, and US:



A photograph of three women sitting on a light-colored sofa in a modern office lounge. The woman on the left, wearing glasses and a dark t-shirt, is holding a color palette and pointing at it. The woman in the middle, also wearing glasses and a dark t-shirt, is smiling. The woman on the right, wearing a light-colored t-shirt, is looking at the palette. In front of them is a dark wooden coffee table with another color palette and some papers on it. The background shows a modern office interior with glass partitions, plants, and other people working. The text "[PEOPLE]" is overlaid in white on the left side of the image.

[PEOPLE]

THE ENTRY PATH IS CHANGING

AI is changing how people enter work; and in manufacturing, it may widen access rather than narrow it.



In many fields, the traditional pyramid with a broad junior base and fewer roles at the top is becoming less common.

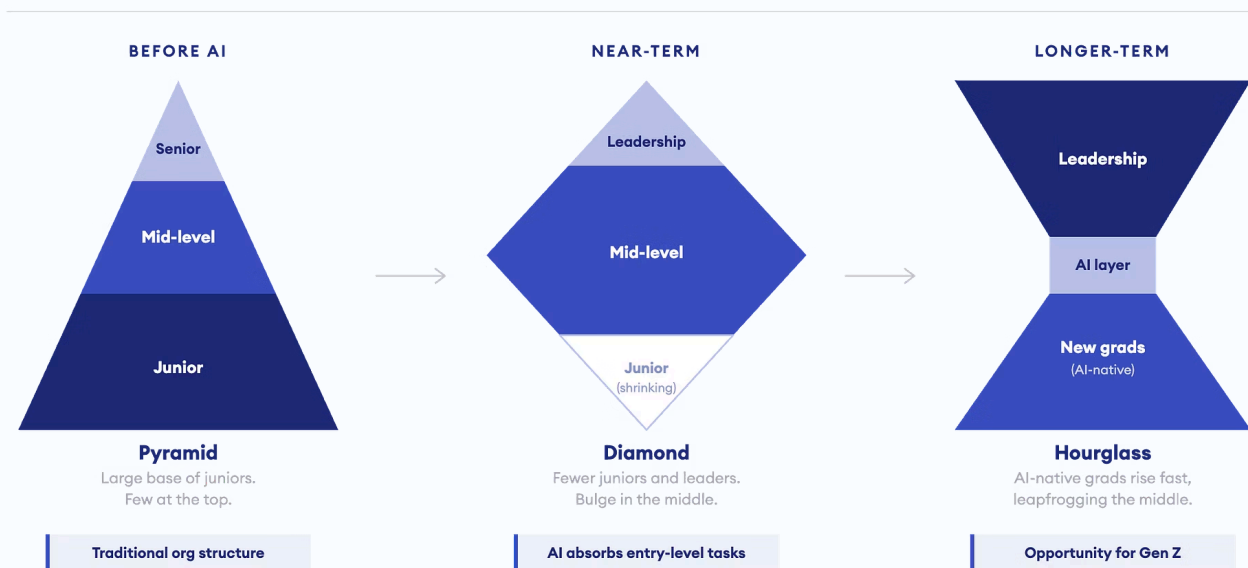


Near term, organisations are likely to become more diamond-shaped, with fewer entry-level roles and greater weight in the middle.



Longer term, the picture may shift again, as AI-native graduates and leadership roles gain importance while the middle becomes more compressed.

HOW AI IS RESHAPING THE SHAPE OF COMPANIES



For employers, this does not simply mean fewer opportunities. It means the path into work is changing. Entry-level value will depend less on routine execution and more on adaptability, tool fluency, and the ability to work effectively alongside AI.

Manufacturing may follow a different pattern. Research suggests that AI-assisted machinery can make complex equipment easier to operate, widening access rather than narrowing it. In this context, technology can lower the barrier for new workers while helping experienced operators raise productivity.

For Vietnam's apparel sector, that matters. In a labour market where skilled workers remain difficult to secure, AI-assisted production may support both recruitment and retention by making factory work more accessible, more structured, and more attractive to a new generation of workers.



[DEVELOPMENT]



FW27 SEASONAL DIRECTION

Autumn Winter 2027 is shaping up to be a season of contrasts. Sport and refinement, utility and ease, nostalgia and newness. Here are three directions worth knowing about.

RETRO REFRESH

Sport references continue into FW27, but softer and more considered. Retro Refresh reworks vintage athletic shapes, like football jerseys, rugby stripes, varsity layering, through a modern lifestyle lens. The result is youthful but refined, with elevated fabrications replacing performance-first construction.

Keywords

Fabrics and finishes: athletic mesh in varying weights, stripe jersey, stripe flat knit rib, contrast piping and taping details, rib trims.

Palette: navy, burgundy, cream, faded green, racing red.

Unavailable*



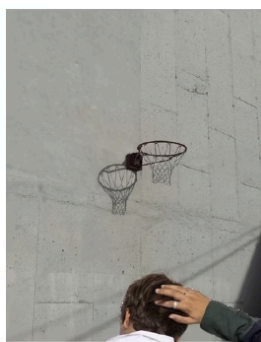
Football Tee + Open Hem Pants



Taping Details



Long Shorts



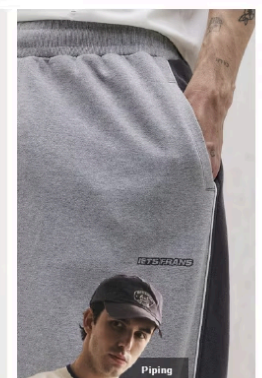
Striped Rugby



Elbow/ Shoulder Patch



Soft Contrast



Piping



Paneling Detail

Unavailable | Retro Refresh

19-4029 TCX
Navy Peony

19-5230 TCX
Deep Green

19-0746 TPX
Maize

19-1664 HUGO
Darkling Wood

14-4202 TPX
Harbor Mist

13-0000 TPX
Moonbeam

11-0608 TCX
Coconut Milk

UTILITY SHIFT

A refined take on functional dressing for everyday urban wear. Utility Shift strips back technical aesthetics to their most wearable form, such as clean silhouettes, modular layering, and practical details that work without announcing themselves.

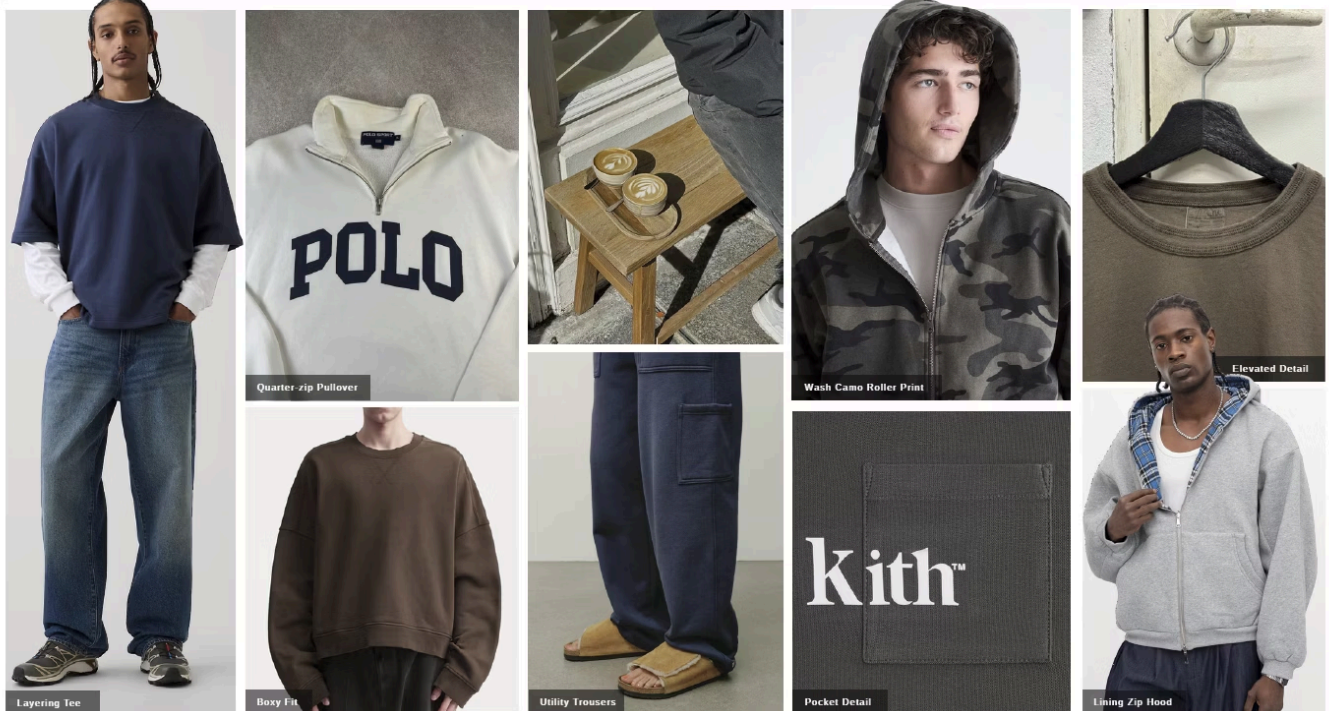
Keywords

Fabrics and finishes: structured fleece, compact clean jersey, textured piques, printed sherpa, subtle panelling and utility pocket construction.

Palette: peagant blue, moonless night, fudge, pavement, dawn blue.

UnAvailable™

Unavailable | Utility Shift



19-4111 TPG Peagant Blue	19-4203 TCX Moonless Night	19-1224 TCX Fondue Fudge	16-0950 TCX Narcissus	19-3900 TCX Pavement	13-4303 TCX Dawn Blue	11-0602 TCX Snow White
-----------------------------	-------------------------------	-----------------------------	--------------------------	-------------------------	--------------------------	---------------------------

DUST SEASON

Worn-in, sun-faded and quietly expressive. Dust Season explores garments that feel naturally aged – faded graphics, washed textures and tactile surfaces inspired by time and everyday use. The mood is nostalgic without being costume-like.

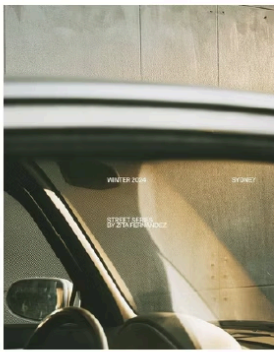
Keywords

Fabrics and finishes: light to medium fleece and terry with soft handfeel, worn-in jersey with gentle pill effect, waffle textures, pigment dye, crack prints and distressed finishes.

Palette: charcoal, thyme, silver birch, petrified oak.

Unavailable*

Unavailable | Dust Season



Short-sleeve Sweatshirt



Textured Long Sleeve



Soft Contrast



Stencil Print



Raw Edge Hem



Faded Wash Effect



Vintage-inspired Styles

19-3916 TCX
Charcoal Art

19-4215 TCX
Turbulence

11-0116 TCX
Petrified Oak

19-0916 TCX
Rain Drum

19-0309 TCX
Thyme

13-4403 TCX
Silver Birch

11-4101 TPX
Stalactite

A person's hands are shown holding a tablet computer, with one hand touching the screen. The background is a blurred office environment with people and desks. The text "[INNOVATION & TECHNOLOGY]" is overlaid in blue.

**[INNOVATION &
TECHNOLOGY]**

ERP FIRST. AI SECOND.

Technology is no longer just an internal improvement project. It is becoming part of how brands compete and how manufacturers prove their value. The focus across the industry is on connected ERP systems, real-time production visibility, smarter planning tools, and traceability technology like RFID.

There is, however, a critical sequence. Every conversation about AI in apparel manufacturing eventually arrives at the same place: the data isn't clean, the systems aren't connected, and the historical records are in spreadsheets or inboxes.

AI, automation, Digital Product Passports, real-time compliance monitoring - all of it depends on a single source of operational truth. ERP integration is not a technology project. It is a business readiness project. And in 2026, it is the determining factor for the technology investments being delivered.

AI, automation, RFID, Digital Product Passports, real-time compliance monitoring, all of it depends on a single source of operational truth:

Data Infrastructure.

WHAT'S WORKING AT UN-AVAILABLE?

THE FACTORY UPGRADE AND WHERE OUR DIGITAL SYSTEMS STAND

This year UnAvailable completed a significant investment in technology and production infrastructure. New capacity, new sewing and finishing lines, and a floor layout rebuilt around digital workflow from the start. RFID gates, ERP connection points, and quality checkpoint stations have been designed into the production flow, not retrofitted onto it.



RFID: FROM PROJECT TO OPERATIONAL INFRASTRUCTURE

RFID is moving from a future capability to a working system. For UnAvailable, implementation covers the full production flow, from cutting and sewing through finishing, quality checkpoints, packing, warehouse movement, and shipment readiness. At each stage, garments and bundles are tagged and tracked, giving production, commercial, quality, and logistics teams a shared, accurate view of where product is and what attention it needs.



WHY THIS MATTERS FOR BRANDS

As order cycles shorten and clients require faster updates, manual tracking is no longer enough. The result is a meaningfully better service model: production updates become clearer and more proactive, issues are identified earlier, and the manual follow-up that typically fills the space between placement and delivery is significantly reduced. For time-sensitive programs and tight launch windows, that visibility makes a direct difference to confidence and planning.

WHAT [UA] IS FOCUSING ON

At UnAvailable, RFID implementation is being developed as part of a wider digital workflow. The focus is to connect RFID with our ERP, production tracking and quality control systems so that data can support real decision-making.

- Mapping and tagging garments through every key production checkpoint
- Connecting RFID movement data with ERP and quality control systems
- Reducing manual updates and duplicated tracking across departments
- Building live dashboard capability for internal teams and brand partners
- Supporting Digital Product Passport readiness from 2028

The aim is not to collect more data. It is to create useful data that helps teams and clients act faster.

[Watch Our Video](#)



More RFID direction is coming soon for brands on how to integrate and implement into their systems and workflows

A wide-angle, high-angle photograph of a busy container port. Numerous yellow gantry cranes are positioned along the quay, with several in the process of loading or unloading a large container ship. The ship's deck is densely packed with stacks of multi-colored shipping containers in shades of blue, red, green, and yellow. The port is situated on a concrete pier that extends into a body of water with a deep blue-green hue. In the foreground, a road with yellow safety barriers and some industrial equipment is visible. The sky is a clear, pale blue. The text "[SHIPPING]" is superimposed in a large, bold, blue font across the middle of the image.

[SHIPPING]

PREDICTABILITY MATTERS MORE THAN THE LOWEST RATE.

Shipping in 2026 is manageable. The difference comes down to how early you plan and how closely you stay aligned with your freight partners.

VIETNAM'S INFRASTRUCTURE IS IMPROVING

Hai Phong in the north now runs direct services to the US and EU, no regional hub stop, after crossing 2 million TEUs for the first time in late 2025. In the south, Cai Mep is handling more volume than ever, up 9% year-on-year, with direct US and EU routes already operating. That growth is a good sign, but it also means the cluster is running near capacity. Book early and build buffer in.

THE GLOBAL PICTURE

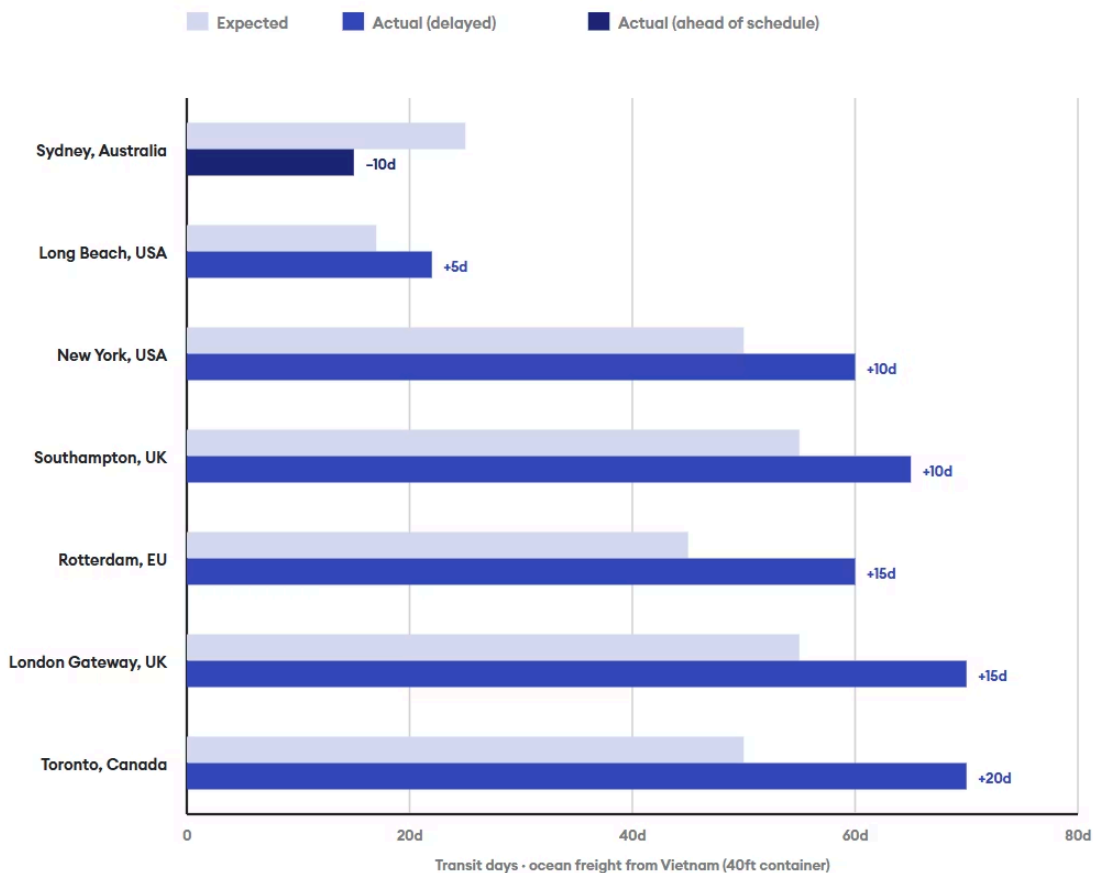
The post-pandemic overbuild in container capacity has kept rates well below their 2022 peak. If you have volume and booking flexibility, your negotiating position is stronger than it has been in years. But the bigger issue for most brands is not whether freight is slightly up or down, it is whether shipments arrive when planned.

Based on our latest shipping update, ocean freight is not moving in one clear direction across all markets. Some rates have softened slightly, while others remain flat or elevated. More importantly, several key routes are still showing longer actual transit times than expected.

Destination	Expected Transit	Actual Transit	May 2026 Freight / 40ft
Long Beach, USA	17 days	22 days	USD 2,500
Rotterdam, Netherlands	45 days	60 days	USD 2,500
Southampton, UK	55 days	65 days	USD 2,500
New York, USA	50 days	60 days	USD 3,500
London Gateway, UK	55 days	70 days	USD 2,800
Sydney, Australia	25 days	15 days	USD 2,200
Toronto, Canada	50 days	70 days	USD 4,500

UK, EU, and Canada are the corridors showing the widest gap between expected and actual, build 10–20 extra days into any launch-critical timeline for these markets. Sydney is the most stable long-haul corridor right now.

Expected vs Actual Ocean Freight Transit — May 2026



WHAT BRANDS SHOULD PREPARE FOR NEXT

For the second half of 2026, brands should plan shipping with more discipline and earlier alignment. Recommended actions:

- Book earlier for Europe, UK, East Coast USA and Canada
- Build extra buffer into launch-critical timelines
- Confirm documentation before goods are ready to ship
- Review courier options before urgent shipments are packed
- Avoid relying on air freight unless absolutely necessary
- Align production completion dates with vessel booking windows

When production, documentation and shipping are aligned earlier, brands can reduce last-minute pressure, avoid unnecessary air freight and improve delivery confidence. For [UA], the focus is to keep strengthening global shipping coordination, carrier review and communication so clients can plan with more confidence across each market.

The image features a dark blue, textured background that resembles a heavy fabric or silk. In the bottom left corner, there is a diagonal section with a fine, ribbed texture, possibly representing a different material or a close-up of the main fabric. The text "[RAW MATERIALS]" is centered in the middle of the image, overlaid on the dark blue background.

[RAW MATERIALS]



RAW MATERIALS

MATERIAL DECISIONS *START THE TIMELINE.*

Fabric has always influenced cost, quality and hand feel. In 2026, it also shapes speed, compliance, origin eligibility and delivery confidence.

For brands sourcing from Vietnam, material decisions need to be made earlier and with more structure. A style may be approved, but production cannot move properly if fabric, trims, testing, or origin details are not in place. Material planning is no longer a background step. It is one of the main drivers of execution.

THE MATERIAL PRESSURE POINTS

Origin matters more than before Material origin now plays a bigger role in trade access, duty treatment and documentation. A fabric decision can affect whether a product qualifies under an FTA, whether certificates are available, and whether origin claims can be supported. This is especially relevant for markets with stronger customs scrutiny or preferential trade requirements.	Cotton and core fabrics need earlier planning Cotton prices are currently more manageable than recent peak periods, creating an opportunity to review core programs and greige commitments earlier. The risk is waiting. If demand strengthens or freight conditions shift, the buying window can narrow quickly. Early planning gives brands more control over price, availability and timing.
Late changes create snowball effect Late fabric or trim changes can create issues across the full calendar. They can affect: • costing • testing • lab dips • bulk approval • origin qualification • production booking • shipping readiness	Certified and lower-risk materials are becoming easier to defend Brands are asking more questions about fibre source, recycled content, organic claims, chemical compliance, PFAS exposure and supplier documentation. The key is not just choosing a “better” material. It is choosing a material that can be supported with the right proof.

UnAvailable's Focus: We are strengthening our certification tracking, ERP-connected origin data, digital fabric library, material records so clients can select fabrics with more confidence and reduce delays between development, costing, production, and shipment.



[THANK YOU]