

# Apparel and Footwear in South Korea

<https://marketpublishers.com/r/AC7F573F58BEN.html>

Date: November 2023

Pages: 90

Price: US\$ 2,100.00 (Single User License)

ID: AC7F573F58BEN

## Abstracts

Apparel and footwear is posting positive but slower current value and retail volume growth in 2023 compared to the previous year, as many consumers' needs/wants for new apparel and footwear have been largely fulfilled following the lifting of social distancing measures lifted and the greater resumption of out-of-home activities. In addition, ongoing economic instability in South Korea, due to high inflation and a murky outlook, is slowing demand for non-essential items in 2023.

Euromonitor International's Apparel and Footwear in South Korea report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Apparel and Footwear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Apparel and Footwear in South Korea  
Euromonitor International  
February 2024

### LIST OF CONTENTS AND TABLES

APPAREL AND FOOTWEAR IN SOUTH KOREA  
EXECUTIVE SUMMARY  
Apparel and footwear in 2023: The big picture

### 2023 KEY TRENDS

Competitive landscape  
Retailing developments  
What next for apparel and footwear?

#### MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2018-2023  
Table 2 Sales of Apparel and Footwear by Category: Value 2018-2023  
Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023  
Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023  
Table 5 NBO Company Shares of Apparel and Footwear: % Value 2019-2023  
Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023  
Table 7 Distribution of Apparel and Footwear by Format: % Value 2018-2023  
Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2023  
Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028  
Table 10 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028  
Table 11 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028  
Table 12 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources  
WOMENSWEAR IN SOUTH KOREA  
KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Womenswear posts healthy sales, although growth is slowing amid prevailing economic concerns

Uniqlo sales rebound strongly, as consumers turn to timeless casuals rather than designs following short-lived fashion trends

Demand for shapewear and sports bras expands as out-of-home activities increase

#### PROSPECTS AND OPPORTUNITIES

Major fashion conglomerates to import new overseas brands while identifying local brands to appeal to Generation Zs' fickle tastes

Private label to appeal to consumers with tight budgets amid economic instability

International brands to increasingly switch to direct distribution

#### CATEGORY DATA

Table 105 Sales of Womenswear by Category: Volume 2018-2023

Table 106 Sales of Womenswear by Category: Value 2018-2023

Table 107 Sales of Womenswear by Category: % Volume Growth 2018-2023

Table 108 Sales of Womenswear by Category: % Value Growth 2018-2023

Table 109 NBO Company Shares of Womenswear: % Value 2019-2023

Table 110 LBN Brand Shares of Womenswear: % Value 2020-2023

Table 111 NBO Company Shares of Women's Nightwear: % Value 2019-2023

Table 112 LBN Brand Shares of Women's Nightwear: % Value 2020-2023

Table 113 NBO Company Shares of Women's Outerwear: % Value 2019-2023

Table 114 LBN Brand Shares of Women's Outerwear: % Value 2020-2023

Table 115 NBO Company Shares of Women's Swimwear: % Value 2019-2023

Table 116 LBN Brand Shares of Women's Swimwear: % Value 2020-2023

Table 117 NBO Company Shares of Women's Underwear: % Value 2019-2023

Table 118 LBN Brand Shares of Women's Underwear: % Value 2020-2023

Table 119 Forecast Sales of Womenswear by Category: Volume 2023-2028

Table 120 Forecast Sales of Womenswear by Category: Value 2023-2028

Table 121 Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028

Table 122 Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

#### MENSWEAR IN SOUTH KOREA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Menswear posts moderate growth as South Korea enters endemic era, although economic difficulties hinder further sales potential

Formal men's suits are losing shelf space to be increasingly replaced by casual sets and shorts

Online rebranding strategies are paying dividends, attracting millennials and Generation Z

## PROSPECTS AND OPPORTUNITIES

Menswear to post positive growth, encouraging womenswear players to enter category to offer wider range of options for young males

British casual brand Superdry to launch in South Korea in 2024

Multi-brand online fashion marketplaces set to remain as key shopping platforms

## CATEGORY DATA

Table 13 Sales of Menswear by Category: Volume 2018-2023

Table 14 Sales of Menswear by Category: Value 2018-2023

Table 15 Sales of Menswear by Category: % Volume Growth 2018-2023

Table 16 Sales of Menswear by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Menswear: % Value 2019-2023

Table 18 LBN Brand Shares of Menswear: % Value 2020-2023

Table 19 NBO Company Shares of Men's Nightwear: % Value 2019-2023

Table 20 LBN Brand Shares of Men's Nightwear: % Value 2020-2023

Table 21 NBO Company Shares of Men's Outerwear: % Value 2019-2023

Table 22 LBN Brand Shares of Men's Outerwear: % Value 2020-2023

Table 23 NBO Company Shares of Men's Swimwear: % Value 2019-2023

Table 24 LBN Brand Shares of Men's Swimwear: % Value 2020-2023

Table 25 NBO Company Shares of Men's Underwear: % Value 2019-2023

Table 26 LBN Brand Shares of Men's Underwear: % Value 2020-2023

Table 27 Forecast Sales of Menswear by Category: Volume 2023-2028

Table 28 Forecast Sales of Menswear by Category: Value 2023-2028

Table 29 Forecast Sales of Menswear by Category: % Volume Growth 2023-2028

Table 30 Forecast Sales of Menswear by Category: % Value Growth 2023-2028

## CHILDRENSWEAR IN SOUTH KOREA

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Shrinking birth rates encourage retailers to focus on luxury childrenswear distribution to maximise value sales

Waning impact of pandemic in 2023 and early heatwaves drive families to waterparks, helping to boost children's swimwear sales

Nike aims to expand its penetration of childrenswear through exclusive megastores

## PROSPECTS AND OPPORTUNITIES

Companies leverage third party brands as shop-in-shops to increase foot traffic

Pre-teens to expand as a key target audience in South Korea

Pure-play online childrenswear brands to open offline shops for omnichannel presence

#### CATEGORY DATA

Table 31 Sales of Childrenswear by Category: Volume 2018-2023

Table 32 Sales of Childrenswear by Category: Value 2018-2023

Table 33 Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 34 Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of Childrenswear: % Value 2019-2023

Table 36 LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 37 Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 38 Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 39 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 40 Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

#### SPORTSWEAR IN SOUTH KOREA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Expansion of outdoor activities and the Gorpcore trend continue to support high sales momentum of outdoor apparel in sportswear

Golf apparel loses momentum as local consumers shift to tennis

Workwear rises as a new space for expansion among sportswear brands

#### PROSPECTS AND OPPORTUNITIES

Outdoor apparel to remain as a key sales driver for sportswear

adidas and Reebok may offer stronger competition to other sportswear brands, driven by new strategic directions

“Healthy pleasure” and “digging consumption” trends to drive sales of high-performance sports footwear

#### CATEGORY DATA

Table 41 Sales of Sportswear by Category: Value 2018-2023

Table 42 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 43 NBO Company Shares of Sportswear: % Value 2019-2023

Table 44 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 45 Distribution of Sportswear by Format: % Value 2018-2023

Table 46 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 47 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

#### JEANS IN SOUTH KOREA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS



Sales of jeans continue to post healthy growth as Y2K fashions thrive  
Long-forgotten jeans brands return and gain traction among Generation Z  
Jeans meet sustainability

#### PROSPECTS AND OPPORTUNITIES

Super premium jeans to lose sales to standard and premium segments amid economic instability

More brand owners to capitalise on soaring demand for jeans via direct distribution and new brand launches

Consumers' fit preferences to become increasingly diversified with return of skinny jeans

#### CATEGORY DATA

Table 48 Sales of Jeans by Category: Volume 2018-2023

Table 49 Sales of Jeans by Category: Value 2018-2023

Table 50 Sales of Jeans by Category: % Volume Growth 2018-2023

Table 51 Sales of Jeans by Category: % Value Growth 2018-2023

Table 52 Sales of Men's Jeans by Category: Volume 2018-2023

Table 53 Sales of Men's Jeans by Category: Value 2018-2023

Table 54 Sales of Men's Jeans by Category: % Volume Growth 2018-2023

Table 55 Sales of Men's Jeans by Category: % Value Growth 2018-2023

Table 56 Sales of Women's Jeans by Category: Volume 2018-2023

Table 57 Sales of Women's Jeans by Category: Value 2018-2023

Table 58 Sales of Women's Jeans by Category: % Volume Growth 2018-2023

Table 59 Sales of Women's Jeans by Category: % Value Growth 2018-2023

Table 60 NBO Company Shares of Jeans: % Value 2019-2023

Table 61 LBN Brand Shares of Jeans: % Value 2020-2023

Table 62 Forecast Sales of Jeans by Category: Volume 2023-2028

Table 63 Forecast Sales of Jeans by Category: Value 2023-2028

Table 64 Forecast Sales of Jeans by Category: % Volume Growth 2023-2028

Table 65 Forecast Sales of Jeans by Category: % Value Growth 2023-2028

Table 66 Forecast Sales of Men's Jeans by Category: Volume 2023-2028

Table 67 Forecast Sales of Men's Jeans by Category: Value 2023-2028

Table 68 Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028

Table 69 Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028

Table 70 Forecast Sales of Women's Jeans by Category: Volume 2023-2028

Table 71 Forecast Sales of Women's Jeans by Category: Value 2023-2028

Table 72 Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028

Table 73 Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

#### HOSIERY IN SOUTH KOREA

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Consumers' return to frequent outdoor activities and Y2K trends boost non-sheer hosiery sales

"Socks and sandals" fashion drives sales of non-sheer hosiery

Casualisation trend leads to slowing demand for sheer hosiery

### PROSPECTS AND OPPORTUNITIES

Non-sheer hosiery demand expected to remain solid over the forecast period

Consumers' increasingly sporty lifestyles to create need for greater variety of non-sheer hosiery

Sheer hosiery may gain traction as it increasingly features in fashion collections

### CATEGORY DATA

Table 74 Sales of Hosiery by Category: Volume 2018-2023

Table 75 Sales of Hosiery by Category: Value 2018-2023

Table 76 Sales of Hosiery by Category: % Volume Growth 2018-2023

Table 77 Sales of Hosiery by Category: % Value Growth 2018-2023

Table 78 NBO Company Shares of Hosiery: % Value 2019-2023

Table 79 LBN Brand Shares of Hosiery: % Value 2020-2023

Table 80 Forecast Sales of Hosiery by Category: Volume 2023-2028

Table 81 Forecast Sales of Hosiery by Category: Value 2023-2028

Table 82 Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028

Table 83 Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

### APPAREL ACCESSORIES IN SOUTH KOREA

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Fashionable accessories post positive sales in line with apparel trends

Face mask sales largely drop as the mask mandate is fully lifted

Arm warmers become fashionable accessories, driven by K-pop bands

### PROSPECTS AND OPPORTUNITIES

Sales of ties to slow, as they become limited to special occasions

Consumers may shift to variety stores for apparel accessories amid difficult economy

Bold hair accessories to remain popular with diversified items

### CATEGORY DATA

Table 84 Sales of Apparel Accessories by Category: Volume 2018-2023

Table 85 Sales of Apparel Accessories by Category: Value 2018-2023



Table 86 Sales of Apparel Accessories by Category: % Volume Growth 2018-2023

Table 87 Sales of Apparel Accessories by Category: % Value Growth 2018-2023

Table 88 NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 89 LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 90 Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 91 Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 92 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 93 Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

**FOOTWEAR IN SOUTH KOREA**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Sports footwear continues to post strong sales, driven by outdoor options

Further dynamic growth for Ugg Australia, driven by “Newtro” trend

EVA becomes a key material for summer footwear

### **PROSPECTS AND OPPORTUNITIES**

Outdoor footwear sales growth expected to slow as it reaches saturation

Local brands are set to lose shelf space to international names

Resell market may cool, narrowing the price gap between official price and reseller trade price

### **CATEGORY DATA**

Table 94 Sales of Footwear by Category: Volume 2018-2023

Table 95 Sales of Footwear by Category: Value 2018-2023

Table 96 Sales of Footwear by Category: % Volume Growth 2018-2023

Table 97 Sales of Footwear by Category: % Value Growth 2018-2023

Table 98 NBO Company Shares of Footwear: % Value 2019-2023

Table 99 LBN Brand Shares of Footwear: % Value 2020-2023

Table 100 Distribution of Footwear by Format: % Value 2018-2023

Table 101 Forecast Sales of Footwear by Category: Volume 2023-2028

Table 102 Forecast Sales of Footwear by Category: Value 2023-2028

Table 103 Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 104 Forecast Sales of Footwear by Category: % Value Growth 2023-2028

## I would like to order

Product name: Apparel and Footwear in South Korea

Product link: <https://marketpublishers.com/r/AC7F573F58BEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AC7F573F58BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970