

# Childrenswear in South Korea

<https://marketpublishers.com/r/C07C0B12A7AEN.html>

Date: November 2023

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: C07C0B12A7AEN

## Abstracts

In 2022, the total fertility rate in South Korea reached a new low of 0.78, with the number of newborns also dropping below 250,000 for the first time. The ongoing decline of new births in the country is resulting in falling retail volume sales for baby and toddler wear. To compensate for this drop in demand, operators of department stores (one of the key channels for baby and toddler wear) are focusing on introducing luxury and premium brands to capitalise on young parents' willingness to inves...

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

Get a detailed picture of the Childrenswear 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.

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Euromonitor International

November 2023

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