

Designer Apparel (Ready-To-Wear) in South Korea

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Abstracts

Regardless of ongoing economic recession in South Korea, designer apparel (ready-to-wear) showed positive growth both in retail value and retail volume in 2013. In particular, men's designer clothing showed higher retail value growth at 10% than women's designer wear at 9%. It reflected the fact that male consumers are an emerging target consumer group for designer apparel (ready-to-wear) brands.

Euromonitor International's Designer Apparel (Ready-to-Wear) in South Korea report offers a comprehensive guide to the size and shape of the Designer Apparel (Ready-to-Wear) market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Designer Apparel (Ready-to-Wear) retailing along with the development of consumers' shopping patterns. Forecasts to 2018 illustrate how the market is set to change

Product coverage: Designer Clothing (Ready-to-Wear), Designer Footwear.

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

Why buy this report?

Get a detailed picture of the Designer Apparel (Ready-to-Wear) 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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Executive Summary

Luxury Goods in South Korea Shows Positive Growth

Male Consumers Become Important Drivers of Market Growth

Historically Popular Luxury Brands Account for Substantial Market Shares, But That May Soon Change

Store-based Premium Outlets and Internet Retailing Increasingly Popular

Healthy Future Growth Expected Over the Forecast Period

Key Trends and Developments

Increasing Population of High-income Earners Affects Market Growth

Product Placement and Celebrity Endorsement As Effective Marketing Tools

Historical Luxury Brands Lead the Market

Diversification of Luxury Goods Distribution Channel

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