

# Menswear in South Korea

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## Abstracts

Menswear continues to post healthy current value sales growth, as South Korea fully entered an endemic era from May 2023. Followed by the lifting of social distancing measures in 2022, the South Korea government lifted the mask mandate in April 2023 and officially announced the end of the pandemic in the country, and the beginning of an endemic era. This resulted in the significant resumption of commuting and social activities, and contributed to positive sales of menswear.

Euromonitor International's Menswear 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: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

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

Why buy this report?

Get a detailed picture of the Menswear 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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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  
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