

# Sportswear in South Korea

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## Abstracts

In 2023, sportswear continues to post healthy growth, boosted by the full lifting of the mask mandate and consumers' increasing participation in sports and outdoor activities. Some players stated that their manufacturing facilities struggled to keep up with demand in 2022, and expect such unmet needs to continue to help boost sportswear sales throughout 2023. In particular, outdoor apparel remains a dynamic performer, as the definition of "outdoor sports" expanded throughout the pandemic period...

Euromonitor International's Sportswear 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: Sports Apparel, Sports 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 Sportswear 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

Sportswear in South Korea  
Euromonitor International  
November 2023  
List Of Contents And Tables  
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 1 Sales of Sportswear by Category: Value 2018-2023

Table 2 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Sportswear: % Value 2019-2023

Table 4 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 5 Distribution of Sportswear by Format: % Value 2018-2023

Table 6 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 7 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

#### 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 8 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 9 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 10 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 11 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 13 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 14 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 15 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 16 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 17 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 18 Forecast Sales of Apparel and Footwear by Category: % Volume Growth  
2023-2028

Table 19 Forecast Sales of Apparel and Footwear by Category: % Value Growth  
2023-2028

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SOURCES

Summary 1 Research Sources

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