

South Korea Luxury Fashion Market Size, Share, Trends and Forecast by Product Type, Distribution Channel, End User, and Region, 2026-2034

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Abstracts

The South Korea luxury fashion market was valued at USD 4.93 Billion in 2025 and is projected to reach USD 6.23 Billion by 2034, exhibiting a CAGR of 2.49% during 2026-2034. Rising affluence among Korean consumers, the soft-power influence of K-pop and K-drama brand placements, expanding flagship boutiques in Seoul, and surging inbound luxury tourism activities are the primary drivers shaping market growth. In April 2023, Louis Vuitton staged its first-ever Pre-Fall womenswear runway show on Seoul's Jamsil Bridge in partnership with the Korea Tourism Organization, underlining the strategic importance of Korean luxury fashion industry.

Luxury fashion consists of high-end clothing, accessories, and footwear that are typically characterized by exceptional quality, craftsmanship, and exclusivity. It is characterized by its innovative and artistic designs. It is crafted with precision and the use of the finest materials, ensuring longevity and durability. It often comprises limited edition collections, which are produced in very small quantities. It allows individuals to express their individuality and personal style through unique, often one-of-a-kind, pieces. In addition, as it supports the work of talented designers and artisans who create these exquisite pieces, the demand for luxury fashion items is increasing across South Korea.

South Korea Luxury Fashion Market Trends:

The high-income levels of individuals in South Korea are allowing them to invest in luxury fashion products. This, coupled with the rising fashion consciousness among the masses and their rising preferences to stay up to date with the latest trends, represents one of the key factors driving the demand for luxury brands that offer cutting-edge

designs and exclusivity. Furthermore, the increasing consciousness among the people about sustainability and ethical production processes is offering a favorable market outlook. Apart from this, the rising popularity of cultural exports is strengthening the growth of the market. Furthermore, the widespread adoption of smartphones and the rising reliance on e-commerce platforms are offering a favorable market outlook in the country. Online shopping allows people to access a wide range of products and brands, thereby increasing convenience and bolstering the market growth. Moreover, a continuous rise of the travel and tourism industry in South Korea and the increasing number of visitors from around the world are influencing the market positively. Tourists often prefer buying luxury fashion products as souvenirs to take advantage of tax-free shopping. In line with this, many luxury brands are expanding their presence in South Korea by opening flagship stores and boutiques in prime locations, thereby enhancing brand visibility and accessibility to individuals. In addition, several luxury brands are collaborating with South Korean celebrities, designers, and artists to create limited-edition collections. These collaborations generate excitement and drive consumer engagement. Leading market players are also offering personalized shopping experiences and made-to-order services in South Korea. As a result, people can customize their luxury fashion items, adding a sense of exclusivity and individuality to their purchases. Moreover, the rising preferences of individuals in South Korea to purchase pre-owned luxury products at affordable prices are facilitating the overall growth of the market in the country.

South Korea Luxury Fashion Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the market based on product type, distribution channel, and end user.

Product Type Insights:

Clothing and Apparel

Jackets and Coats

Skirts

Shirts and T-Shirts

Dresses

Trousers and Shorts

Denim

Underwear and Lingerie

Others

Footwear

Accessories

Gems and Jewellery

Belts

Bags

Watches

The report has provided a detailed breakup and analysis of the market based on the product type. This includes clothing and apparel (jackets and coats, skirts, shirts and t-shirts, dresses, trousers and shorts, denim, underwear and lingerie, and others), footwear, and accessories (gems and jewellery, belts, bags, and watches).

Distribution Channel Insights:

Store-Based

Non-Store Based

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes store-based and non-store based.

End User Insights:

Men

Women

Unisex

The report has provided a detailed breakup and analysis of the market based on the end user. This includes men, women, and unisex.

Regional Insights:

Seoul Capital Area

Yeongam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and Others.

Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

Key Questions Answered in This Report:

How has the South Korea luxury fashion market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the South Korea luxury fashion market?

What is the breakup of the South Korea luxury fashion market on the basis of product type?

What is the breakup of the South Korea luxury fashion market on the basis of distribution channel?

What is the breakup of the South Korea luxury fashion market on the basis of end user?

What are the various stages in the value chain of the South Korea luxury fashion market?

What are the key driving factors and challenges in the South Korea luxury fashion?

What is the structure of the South Korea luxury fashion market and who are the key players?

What is the degree of competition in the South Korea luxury fashion market?

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