

South Korea Running Gear Market Size, Share, Trends and Forecast by Product, Gender, Distribution Channel, and Region, 2026-2034

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Abstracts

The South Korea running gear market size reached USD 883.0 Million in 2025. Looking forward, the market is projected to reach USD 1,404.7 Million by 2034, exhibiting a growth rate (CAGR) of 5.13 % during 2026-2034. The market is driven by advanced digital and omnichannel retailing offering convenience, personalization, and seamless access. Strong participation in fitness events and community running culture fuels sustained demand for season-adapted, high-performance gear. Concurrent innovation in materials, technical design, and branding, combined with eco-conscious consumer alignment, further augment the South Korea running gear market share.

SOUTH KOREA RUNNING GEAR MARKET TRENDS:

Digital and Omnichannel Retail Evolution

South Korea's running gear market has evolved significantly due to high smartphone penetration, advanced logistics networks, and growing consumer trust in digital commerce. Consumers frequently browse and purchase running shoes, apparel, and accessories from both global and local e-commerce platforms featuring 3D foot scanners, live chat support, and same-day delivery. Physical stores complement this by offering interactive fitting rooms, gait analysis services, and curated product displays tailored to local preferences. This shift toward tech-enabled retail experiences is further reflected in brand expansions catering to evolving consumer expectations. For instance, in January 2025, U.S.-based footwear brand Kizik announced its entry into the South Korean market through a distribution partnership with Platform Inc., a company with over 20 years of experience introducing global brands. Kizik's footwear range, including running footwear, will be featured in Platform Place, a leading multi-brand concept

store, targeting Korean consumers seeking functional and stylish convenience. Influencer campaigns, livestream commerce events, and brand loyalty programs engage younger fitness consumers. Limited-edition releases and customizable gear options further stimulate interest. Subscription models and restocking services increase repeat purchasing behavior. These retail innovations enhance access to performance products nationwide, blending convenience with experiential touchpoints. These integrated channels and customer-centric features are significantly driving South Korea running gear market growth.

Fitness Culture and Community Engagement

South Korea boasts a vibrant running culture, driven by widespread participation in urban marathons, trail runs, corporate wellness events, and virtual fitness challenges. F45 Korea reported a 90% monthly renewal rate and an average membership period of 18 to 19 months, supported by a core demographic of professionals aged 25–35 (62.7%). Monthly membership fees reaching 348,000 won (USD 260) highlight consumer willingness to invest in premium, community-based fitness experiences. Residents increasingly adopt running not only for health and endurance training but also as a social activity. This trend fuels demand for technical footwear offering cushioning, stability, and weather-specific performance, as well as breathable apparel engineered for Korea's four distinct seasons. Wellness influencers, local running clubs, and online communities promote regular gear upgrades. Korea's booming running culture drove an over 58% year-on-year surge in running shoe sales from July to September, with September alone seeing an 80% increase. Consumers seek gear optimized for hot, humid summers as well as insulation for dry, cold winters. Youth and middle-aged professionals prioritize health, appearance, and stress relief, supporting steady demand for premium-quality gear. Sustainability awareness also influences choices toward eco-friendly materials and transparent sourcing. The community-based culture around running sustains consistent engagement with brands offering performance-enhancing and socially aligned running solutions.

SOUTH KOREA RUNNING GEAR MARKET SEGMENTATION:

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

Product Insights:

Running Footwear

Running Apparel

Running Accessories

Fitness Trackers

The report has provided a detailed breakup and analysis of the market based on the product. This includes running footwear, running apparel, running accessories, and fitness trackers.

Gender Insights:

Male

Female

Unisex

The report has provided a detailed breakup and analysis of the market based on gender. This includes male, female, and unisex.

Distribution Channel Insights:

Specialty and Sports Shops

Supermarkets and Hypermarkets

Department and Discount Stores

Online

Others

The report has provided a detailed breakup and analysis of the market based on the

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distribution channel. This includes specialty and sports shops, supermarkets and hypermarkets, department and discount stores, online, and others.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all major regional markets. This includes Seoul Capital Area, Yeongnam (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. 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 running gear market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea running gear market on the basis of product?

What is the breakup of the South Korea running gear market on the basis of gender?

What is the breakup of the South Korea running gear market on the basis of distribution channel?

What is the breakup of the South Korea running gear market on the basis of region?

What are the various stages in the value chain of the South Korea running gear market?

What are the key driving factors and challenges in the South Korea running gear market?

What is the structure of the South Korea running gear market and who are the key players?

What is the degree of competition in the South Korea running gear market?

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