

South Korea Sportswear Market Report by Product (Shoes, Clothes), Distribution Channel (Online Stores, Retail Stores), End User (Men, Women, Kids), and Region 2026-2034

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Abstracts

South Korea sportswear market size reached USD 3,995.8 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 6,522.5 Million by 2034, exhibiting a growth rate (CAGR) of 5.43% during 2026-2034. The growing demand for comfortable and flexible clothing solutions, rising number of fitness centers, gyms, and sports clubs, and increasing need to minimize discomfort during intense physical activities represent some of the key factors driving the market.

Sportswear is clothing and apparel that is specifically designed for sports and physical activities. It comprises a wide range of products, such as sports jerseys, shorts, leggings, tank tops, t-shirts, and shoes, tailored to meet the needs of athletes, fitness enthusiasts, and those leading an active lifestyle. It is manufactured from several materials, such as nylon, polyester, spandex, mesh, cotton, microfiber, neoprene, coolmax, fleece, and reflective materials. It has moisture-wicking properties that help keep the body dry by drawing sweat away from the skin and reducing discomfort during physical activities. It can withstand the rigors of physical activity and ensures a longer lifespan even after repeated wash and wear. It allows for a wide range of motion and prevents chafing or discomfort during workouts. It assists in providing enhanced comfort, flexibility, and functionality to individuals engaged in various athletic activities. As it assists in regulating body temperature, providing warmth in cold conditions, and ensuring breathability in hot weather, the demand for sportswear is increasing in South Korea.

SOUTH KOREA SPORTSWEAR MARKET TRENDS:

At present, the rising adoption of ankle support, knee compression, and padding to prevent injuries while playing soccer and basketball represents one of the primary factors contributing to the growth of the market in South Korea. In line with this, the growing demand for sports bras to minimize discomfort during intense physical activities is offering a positive market outlook. Moreover, the increasing use of sportswear with reflective elements to enhance visibility during low-light conditions and reduce the risk of accidents is bolstering the market growth in the country. Apart from this, there is a rise in the need for comfortable and flexible clothing solutions among people. This, coupled with the increasing number of fitness centers, gyms, and sports clubs, is supporting the market growth. Additionally, the integration of wearable technology in sportswear that assists in monitoring vital signs, tracking performance metrics, and enhancing the overall experience of individuals is strengthening the market growth in South Korea. Besides this, the escalating demand for eco-friendly and sustainable sportswear options that benefit in reducing carbon emissions, along with the rising focus on maintaining a healthy and active lifestyle among individuals, is positively influencing the market. Furthermore, the increasing participation in races, tournaments, leagues, and international competitions are offering lucrative growth opportunities to industry investors. In addition, the rising adoption of sportswear for outdoor and adventure activities, such as trekking, camping, and cycling, coupled with the wide availability of sportswear via online and offline stores, is propelling the market growth in South Korea.

SOUTH KOREA SPORTSWEAR MARKET SEGMENTATION:

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

Product Insights:

Shoes

Clothes

The report has provided a detailed breakup and analysis of the market based on the product. This includes shoes and clothes.

Distribution Channel Insights:

Online Stores

Retail Stores

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes online stores and retail stores.

End User Insights:

Men

Women

Kids

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

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 the major regional markets, which include 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 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 sportswear market performed so far and how will it perform in the coming years?

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

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

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

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

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

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

What is the degree of competition in the South Korea sportswear market?

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