



Euromonitor
International

Sportswear in South Korea

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sportswear maintains healthy growth, thanks to sports-inspired fashion trends and consumers' love of running
Nike maintains its lead, despite rising competition
Pure sportswear brands face rising competition from other brands who are expanding their portfolios

PROSPECTS AND OPPORTUNITIES

Greater segmentation expected in sportswear as new brands appear
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Alo Yoga set to launch in South Korea and disrupt the competitive status quo

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Apparel and Footwear in South Korea - Industry Overview

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