



Sportswear in South Korea

November 2023

Table of Contents

Sportswear in South Korea - Category analysis

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 - Industry Overview

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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sportswear-in-south-korea/report.