



# Childrenswear in South Korea

November 2023

Table of Contents

## Childrenswear in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shrinking birth rates encourage retailers to focus on luxury childrenswear distribution to maximise value sales  
Waning impact of pandemic in 2023 and early heatwaves drive families to waterparks, helping to boost children's swimwear sales  
Nike aims to expand its penetration of childrenswear through exclusive megastores

#### PROSPECTS AND OPPORTUNITIES

Companies leverage third party brands as shop-in-shops to increase foot traffic  
Pre-teens to expand as a key target audience in South Korea  
Pure-play online childrenswear brands to open offline shops for omnichannel presence

#### CATEGORY DATA

Table 1 - Sales of Childrenswear by Category: Volume 2018-2023  
Table 2 - Sales of Childrenswear by Category: Value 2018-2023  
Table 3 - Sales of Childrenswear by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Childrenswear by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Childrenswear: % Value 2019-2023  
Table 6 - LBN Brand Shares of Childrenswear: % Value 2020-2023  
Table 7 - Forecast Sales of Childrenswear by Category: Volume 2023-2028  
Table 8 - Forecast Sales of Childrenswear by Category: Value 2023-2028  
Table 9 - Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028  
Table 10 - Forecast Sales of Childrenswear 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 11 - Sales of Apparel and Footwear by Category: Volume 2018-2023  
Table 12 - Sales of Apparel and Footwear by Category: Value 2018-2023  
Table 13 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023  
Table 14 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023  
Table 15 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023  
Table 16 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023  
Table 17 - Distribution of Apparel and Footwear by Format: % Value 2018-2023  
Table 18 - Distribution of Apparel and Footwear by Format and Category: % Value 2023  
Table 19 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028  
Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028  
Table 21 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028  
Table 22 - 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/childrenswear-in-south-korea/report](http://www.euromonitor.com/childrenswear-in-south-korea/report).