

# Menswear in South Korea

December 2024

**Table of Contents** 

## Menswear in South Korea - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Local menswear brands see ongoing expansion, both in South Korea and on the global stage Polarisation seen between high-end labels for display and affordable options

Musina online platform benefits from sporting collaborations

## PROSPECTS AND OPPORTUNITIES

Further growth prospects ahead for luxury menswear

K-trends set to continue strongly and inspire ongoing innovations

Brands increasingly need to embrace platforms such as Musina, which offers more than just retail

#### **CATEGORY DATA**

- Table 1 Sales of Menswear by Category: Volume 2019-2024
- Table 2 Sales of Menswear by Category: Value 2019-2024
- Table 3 Sales of Menswear by Category: % Volume Growth 2019-2024
- Table 4 Sales of Menswear by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Menswear: % Value 2020-2024
- Table 6 LBN Brand Shares of Menswear: % Value 2021-2024
- Table 7 NBO Company Shares of Men's Nightwear: % Value 2020-2024
- Table 8 LBN Brand Shares of Men's Nightwear: % Value 2021-2024
- Table 9 NBO Company Shares of Men's Outerwear: % Value 2020-2024
- Table 10 LBN Brand Shares of Men's Outerwear: % Value 2021-2024
- Table 11 NBO Company Shares of Men's Swimwear: % Value 2020-2024
- Table 12 LBN Brand Shares of Men's Swimwear: % Value 2021-2024
- Table 13 NBO Company Shares of Men's Underwear: % Value 2020-2024
- Table 14 LBN Brand Shares of Men's Underwear: % Value 2021-2024
- Table 15 Forecast Sales of Menswear by Category: Volume 2024-2029
- Table 16 Forecast Sales of Menswear by Category: Value 2024-2029
- Table 17 Forecast Sales of Menswear by Category: % Volume Growth 2024-2029
- Table 18 Forecast Sales of Menswear by Category: % Value Growth 2024-2029

## Apparel and Footwear in South Korea - Industry Overview

# EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

## MARKET DATA

- Table 19 Sales of Apparel and Footwear by Category: Volume 2019-2024
- Table 20 Sales of Apparel and Footwear by Category: Value 2019-2024
- Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 23 NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 25 Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 28 Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 30 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

**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/menswear-in-south-korea/report.