

# Apparel and Footwear Specialists in South Korea

April 2024

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## Apparel and Footwear Specialists in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fast fashion brands experience sales growth amidst high inflation  
Continued spending polarisation in fashion retailers  
Strategic renewal for enhanced shopping convenience at ABC-MART Korea

#### PROSPECTS AND OPPORTUNITIES

Growing market for children's luxury clothing due to changes in consumer dynamics  
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