

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

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SOURCES

Summary 1 - Research Sources

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