

Childrenswear in South Korea

November 2023

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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
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