

# Menswear in South Korea

November 2023

Table of Contents

## Menswear in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Menswear posts moderate growth as South Korea enters endemic era, although economic difficulties hinder further sales potential

Formal men's suits are losing shelf space to be increasingly replaced by casual sets and shorts

Online rebranding strategies are paying dividends, attracting millennials and Generation Z

#### PROSPECTS AND OPPORTUNITIES

Menswear to post positive growth, encouraging womenswear players to enter category to offer wider range of options for young males

British casual brand Superdry to launch in South Korea in 2024

Multi-brand online fashion marketplaces set to remain as key shopping platforms

#### CATEGORY DATA

Table 1 - Sales of Menswear by Category: Volume 2018-2023

Table 2 - Sales of Menswear by Category: Value 2018-2023

Table 3 - Sales of Menswear by Category: % Volume Growth 2018-2023

Table 4 - Sales of Menswear by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Menswear: % Value 2019-2023

Table 6 - LBN Brand Shares of Menswear: % Value 2020-2023

Table 7 - NBO Company Shares of Men's Nightwear: % Value 2019-2023

Table 8 - LBN Brand Shares of Men's Nightwear: % Value 2020-2023

Table 9 - NBO Company Shares of Men's Outerwear: % Value 2019-2023

Table 10 - LBN Brand Shares of Men's Outerwear: % Value 2020-2023

Table 11 - NBO Company Shares of Men's Swimwear: % Value 2019-2023

Table 12 - LBN Brand Shares of Men's Swimwear: % Value 2020-2023

Table 13 - NBO Company Shares of Men's Underwear: % Value 2019-2023

Table 14 - LBN Brand Shares of Men's Underwear: % Value 2020-2023

Table 15 - Forecast Sales of Menswear by Category: Volume 2023-2028

Table 16 - Forecast Sales of Menswear by Category: Value 2023-2028

Table 17 - Forecast Sales of Menswear by Category: % Volume Growth 2023-2028

Table 18 - Forecast Sales of Menswear 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 19 - Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 20 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 21 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 22 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 23 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 24 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 25 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 26 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 28 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 30 - 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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