

## **Childrenswear in South Korea**

Market Direction | 2023-01-10 | 19 pages | Euromonitor

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### **Report description:**

Despite Korea recording the world's lowest fertility rate in 2022, childrenswear saw increases in both retail volume and current value terms, as COVID-19 restrictions were lifted in the first half of 2022. Children also started returning to school in March 2022, which had a huge impact in terms of driving sales of boys' and girls' apparel. The growth in these categories was even higher than that of menswear, despite fewer children being born every year. With more parents interested in fashion, e...

Euromonitor International's Childrenswear in South Korea report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Childrenswear market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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