

## **Footwear in South Korea**

Market Direction | 2023-01-10 | 20 pages | Euromonitor

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### **Report description:**

Raffle was one of the most successful marketing methods in South Korea across all fashion categories in 2022, gaining significant traction amongst millennials and gen Z in particular. The products raffled are limited editions, and everyone has a fair chance of being selected, and can apply in the comfort of their homes. Nike is the representative brand which has successfully marketed its products utilising the raffle strategy in South Korea. However, as Nike gained tremendous success in attracti...

Euromonitor International's Footwear 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: Children's Footwear, Men's Footwear, Women's Footwear.

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

Why buy this report?

- \* Get a detailed picture of the Footwear 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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