

Menswear in South Korea

Market Direction | 2023-01-10 | 26 pages | Euromonitor

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Report description:

Menswear surpassed the pre-pandemic levels of sales in both volume and current value terms in 2021, and continued its increasing momentum in 2022, despite the surge in inflation, with even higher growth than in the previous year. While inflation increased the price of menswear in 2022, it did not stop men from spending on clothing, as social distancing was lifted in April 2022, and people started going back to their normal lives. Men therefore started purchasing different apparel to wear to work...

Euromonitor International's Menswear 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: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Menswear 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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