

## **Retail in South Korea**

Market Direction | 2023-03-20 | 107 pages | Euromonitor

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### **Report description:**

In 2022, the full lifting of social-distancing measures and the outdoor mask mandate helped both retail e-commerce and retail offline post healthy sales growth rates in this year. Among retail offline channels, department stores was one of the most dynamic, as store renewals and luxury marketing to attract young and rich consumers proved to be successful strategies. Convenience stores continued to post faster value sales growth than hypermarkets and supermarkets, as convenience stores are expand...

Euromonitor International's Retail in South Korea report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce, Retail Offline.

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

Why buy this report?

- \* Get a detailed picture of the Retail 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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Euromonitor International  
April 2023

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