

Sportswear in South Korea

Market Direction | 2023-11-15 | 20 pages | Euromonitor

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Report description:

In 2023, sportswear continues to post healthy growth, boosted by the full lifting of the mask mandate and consumers' increasing participation in sports and outdoor activities. Some players stated that their manufacturing facilities struggled to keep up with demand in 2022, and expect such unmet needs to continue to help boost sportswear sales throughout 2023. In particular, outdoor apparel remains a dynamic performer, as the definition of "outdoor sports" expanded throughout the pandemic period...

Euromonitor International's Sportswear 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: Sports Apparel, Sports 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 Sportswear 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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Golf apparel loses momentum as local consumers shift to tennis

Workwear rises as a new space for expansion among sportswear brands

PROSPECTS AND OPPORTUNITIES

Outdoor apparel to remain as a key sales driver for sportswear

adidas and Reebok may offer stronger competition to other sportswear brands, driven by new strategic directions

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SOURCES

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