

Womenswear in South Korea

Market Direction | 2023-11-15 | 28 pages | Euromonitor

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Report description:

Overall womenswear continues to post solid growth in 2023. However, both retail volume and current value growth rates are notably slower compared to the dynamic performance by womenswear in 2022. This is likely due to the fact that consumers' pent-up demand was largely fulfilled when social distancing measures were lifted and consumers resumed outdoor activities. In 2023, ongoing economic challenges, high inflation and an uncertain outlook are encouraging some consumers to curb their spending on...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women'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 Womenswear 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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Womenswear posts healthy sales, although growth is slowing amid prevailing economic concerns

Uniqlo sales rebound strongly, as consumers turn to timeless casuals rather than designs following short-lived fashion trends

Demand for shapewear and sports bras expands as out-of-home activities increase

PROSPECTS AND OPPORTUNITIES

Major fashion conglomerates to import new overseas brands while identifying local brands to appeal to Generation Zs' fickle tastes

Private label to appeal to consumers with tight budgets amid economic instability

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