

Footwear in South Korea

Market Direction | 2024-12-06 | 22 pages | Euromonitor

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Report description:

Footwear is seeing positive gains in both value and volume terms in South Korea in 2024. This is noted to be driven by two main trends - one for premium footwear, and the other for sports shoes. This latter driver is in line with the sports-orientated themes seen across apparel and footwear categories, with running in particular noted as an increasingly popular activity among local consumers. Indeed, running rose to fame as an activity during the pandemic era, as it enables consumers to exercise...

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 2019-2023 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 2028 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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Sports brands remain popular in footwear, with Nike in the lead

Department stores upgrade their running-related areas to keep up with the trend

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New Balance opens its flagship store and promotes it with a special exhibition

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