

## **Menswear in South Korea**

Market Direction | 2024-12-06 | 28 pages | Euromonitor

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### **Report description:**

Menswear is seeing positive value and volume growth in South Korea in 2024, albeit at slightly lower levels than seen in womenswear. Notably, menswear is cited as a category in which local brands are rising, taking over from the past when international labels were more prominent, and also making a name for themselves on the world stage. Homegrown brands are strong in the premium segment and in streetwear fashion in menswear, with examples such as Songzio, which is recognised for its "artistic an...

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 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: 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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