

## **Sportswear in South Korea**

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

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### **Report description:**

Sportswear is maintaining healthy value growth in South Korea in 2024, albeit at lower levels than seen in the recent review period, as sales normalise after the enhanced value created by inflationary pressures leading to high unit prices. Overall, sportswear is supported by both persisting fashion trends (eg athleisure and streetwear) and sports-related activities.

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 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: 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.

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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Sportswear maintains healthy growth, thanks to sports-inspired fashion trends and consumers' love of running

Nike maintains its lead, despite rising competition

Pure sportswear brands face rising competition from other brands who are expanding their portfolios

#### PROSPECTS AND OPPORTUNITIES

Greater segmentation expected in sportswear as new brands appear

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