



Childrenswear in South Korea

November 2023

Table of Contents

Childrenswear in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shrinking birth rates encourage retailers to focus on luxury childrenswear distribution to maximise value sales
Waning impact of pandemic in 2023 and early heatwaves drive families to waterparks, helping to boost children's swimwear sales
Nike aims to expand its penetration of childrenswear through exclusive megastores

PROSPECTS AND OPPORTUNITIES

Companies leverage third party brands as shop-in-shops to increase foot traffic
Pre-teens to expand as a key target audience in South Korea
Pure-play online childrenswear brands to open offline shops for omnichannel presence

CATEGORY DATA

Table 1 - Sales of Childrenswear by Category: Volume 2018-2023
Table 2 - Sales of Childrenswear by Category: Value 2018-2023
Table 3 - Sales of Childrenswear by Category: % Volume Growth 2018-2023
Table 4 - Sales of Childrenswear by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Childrenswear: % Value 2019-2023
Table 6 - LBN Brand Shares of Childrenswear: % Value 2020-2023
Table 7 - Forecast Sales of Childrenswear by Category: Volume 2023-2028
Table 8 - Forecast Sales of Childrenswear by Category: Value 2023-2028
Table 9 - Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028
Table 10 - Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

Apparel and Footwear in South Korea - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 11 - Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 12 - Sales of Apparel and Footwear by Category: Value 2018-2023
Table 13 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 14 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 15 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 16 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 17 - Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 18 - Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 19 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
Table 21 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
Table 22 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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