



Menswear in South Korea

November 2023

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Menswear in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Menswear posts moderate growth as South Korea enters endemic era, although economic difficulties hinder further sales potential
Formal men's suits are losing shelf space to be increasingly replaced by casual sets and shorts
Online rebranding strategies are paying dividends, attracting millennials and Generation Z

PROSPECTS AND OPPORTUNITIES

Menswear to post positive growth, encouraging womenswear players to enter category to offer wider range of options for young males
British casual brand Superdry to launch in South Korea in 2024
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