

# Sportswear in South Korea

November 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Expansion of outdoor activities and the Gorpcore trend continue to support high sales momentum of outdoor apparel in sportswear  
Golf apparel loses momentum as local consumers shift to tennis  
Workwear rises as a new space for expansion among sportswear brands

PROSPECTS AND OPPORTUNITIES

Outdoor apparel to remain as a key sales driver for sportswear  
adidas and Reebok may offer stronger competition to other sportswear brands, driven by new strategic directions  
“Healthy pleasure” and “digging consumption” trends to drive sales of high-performance sports footwear

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