

# Footwear in South Korea

November 2023

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# Footwear in South Korea - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sports footwear continues to post strong sales, driven by outdoor options

Further dynamic growth for Ugg Australia, driven by "Newtro" trend

EVA becomes a key material for summer footwear

# PROSPECTS AND OPPORTUNITIES

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Local brands are set to lose shelf space to international names

Resell market may cool, narrowing the price gap between official price and reseller trade price

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