

# Apparel and Footwear in South Korea

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## Apparel and Footwear in South Korea

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# Childrenswear in South Korea

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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

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Online rebranding strategies are paying dividends, attracting millennials and Generation Z

## PROSPECTS AND OPPORTUNITIES

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Outdoor apparel to remain as a key sales driver for sportswear

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