Womenswear in South Korea

November 2023

Table of Contents
**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Womenswear posts healthy sales, although growth is slowing amid prevailing economic concerns
Uniqlo sales rebound strongly, as consumers turn to timeless casuals rather than designs following short-lived fashion trends
Demand for shapewear and sports bras expands as out-of-home activities increase

**PROSPECTS AND OPPORTUNITIES**

Major fashion conglomerates to import new overseas brands while identifying local brands to appeal to Generation Zs' fickle tastes
Private label to appeal to consumers with tight budgets amid economic instability
International brands to increasingly switch to direct distribution

**CATEGORY DATA**

Table 1 - Sales of Womenswear by Category: Volume 2018-2023
Table 2 - Sales of Womenswear by Category: Value 2018-2023
Table 3 - Sales of Womenswear by Category: % Volume Growth 2018-2023
Table 4 - Sales of Womenswear by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Womenswear: % Value 2019-2023
Table 6 - LBN Brand Shares of Womenswear: % Value 2020-2023
Table 7 - NBO Company Shares of Women's Nightwear: % Value 2019-2023
Table 8 - LBN Brand Shares of Women's Nightwear: % Value 2020-2023
Table 9 - NBO Company Shares of Women's Outerwear: % Value 2019-2023
Table 10 - LBN Brand Shares of Women's Outerwear: % Value 2020-2023
Table 11 - NBO Company Shares of Women's Swimwear: % Value 2019-2023
Table 12 - LBN Brand Shares of Women's Swimwear: % Value 2020-2023
Table 13 - NBO Company Shares of Women's Underwear: % Value 2019-2023
Table 14 - LBN Brand Shares of Women's Underwear: % Value 2020-2023
Table 15 - Forecast Sales of Womenswear by Category: Volume 2023-2028
Table 16 - Forecast Sales of Womenswear by Category: Value 2023-2028

**EXECUTIVE SUMMARY**

**Apparel and Footwear in South Korea - Industry Overview**

**MARKET DATA**

Table 19 - Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 20 - Sales of Apparel and Footwear by Category: Value 2018-2023
Table 21 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 22 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 23 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 24 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 25 - Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 26 - Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 28 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
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SOURCES

Summary 1 - Research Sources

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