Womenswear in South Korea - Category analysis

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

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Apparel and Footwear in South Korea - Industry Overview

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