



Sportswear in South Korea

December 2024

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Sportswear in South Korea - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sportswear maintains healthy growth, thanks to sports-inspired fashion trends and consumers' love of running

Nike maintains its lead, despite rising competition

Pure sportswear brands face rising competition from other brands who are expanding their portfolios

PROSPECTS AND OPPORTUNITIES

Greater segmentation expected in sportswear as new brands appear

Brand ambassadors become increasingly important to attract the attention of younger consumers

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