

# Korea Fashion Industry Overview: Market Trends and Performance

This report provides a comprehensive analysis of the Fashion industry overview in Korea, based on the *Apparel industry in South Korea* conducted by Statista.

(Source: Statista)

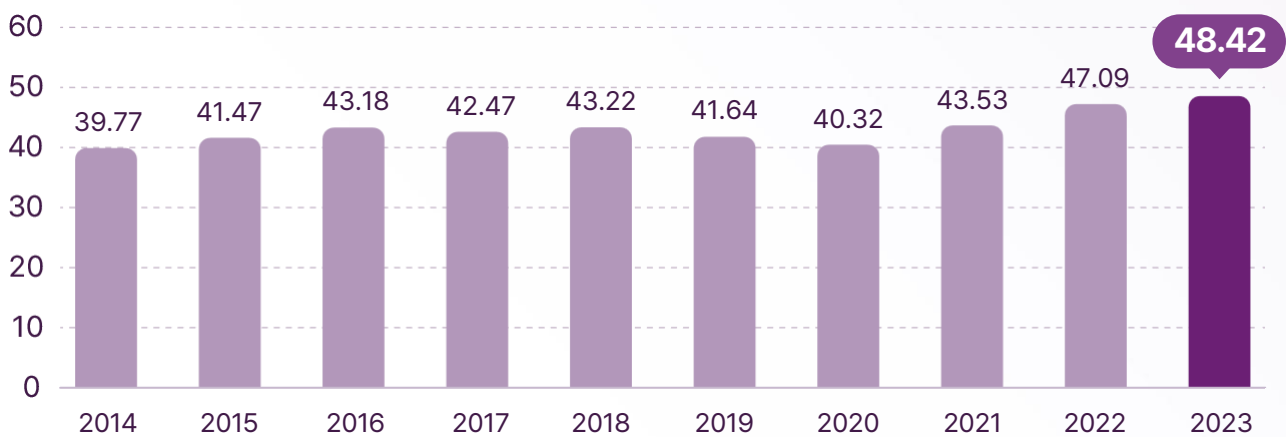
## Market Size and Growth Trends of the Fashion Industry

### Market size of the fashion industry in Korea

- ▶ Between 2014 and 2023, the fashion market grew from 39.77 trillion won to 48.42 trillion won.
- ▶ After a slight decline during the COVID-19 period (2019–2020), the market steadily recovered, reaching its highest point in 2023.
- ▶ The market experienced its most notable growth between 2021 and 2023, driven by increased consumer demand.

[Graph 1: Fashion market size in Korea 2014-2023]

[Market size in trillion Korean won]

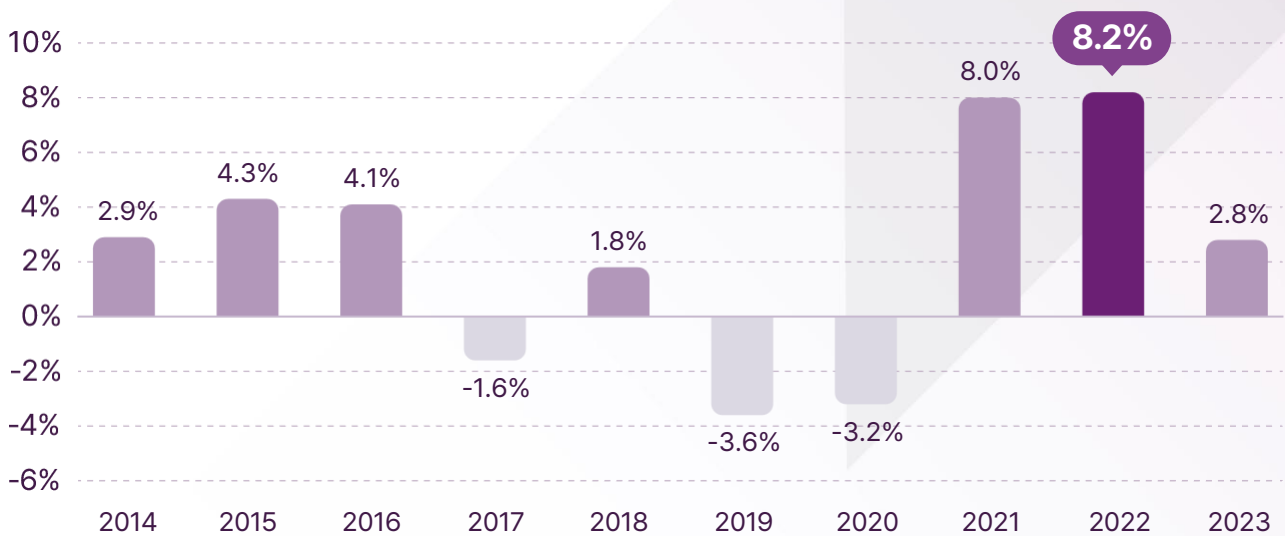


### Growth rate of the fashion industry

- ▶ The growth rate of fashion industry showed notable fluctuations between 2014 and 2023.
- ▶ After experiencing negative growth in 2017, 2019, and 2020, the industry rebounded strongly in 2021 and 2022 with growth rates of 8% and 8.2%, respectively.
- ▶ In 2023, growth slowed to 2.8%, indicating a stabilization after the post-pandemic recovery phase.

[Graph 2: Fashion market growth in Korea 2014-2023]

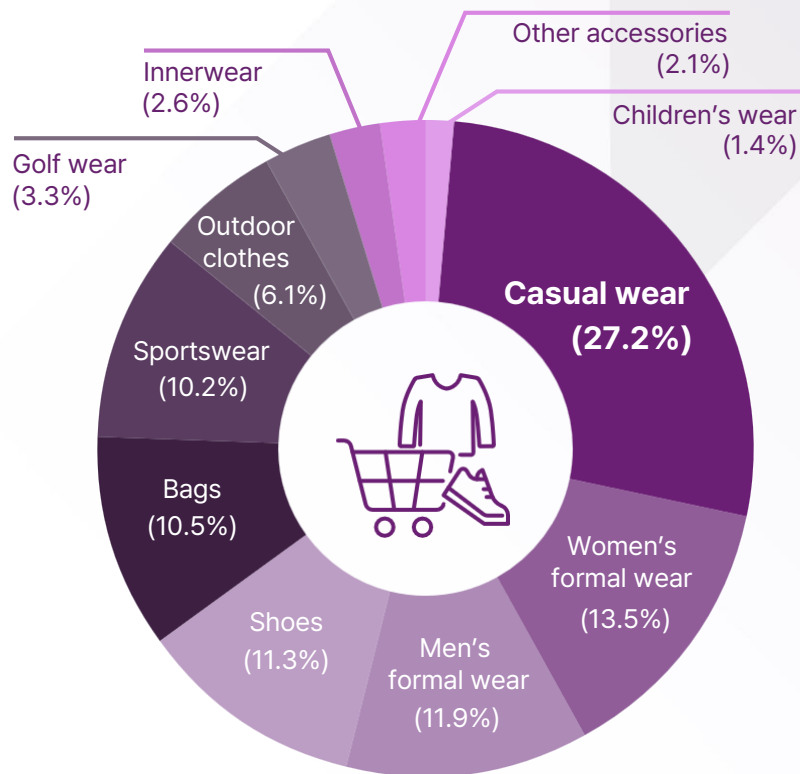
[Annual Growth Rate]



## Market Distribution by Category

- ▶ In the first half of 2023, the fashion market was primarily driven by the casual wear segment, which held the largest share at 27.2%.
- ▶ It was followed by women’s and men’s formal wear, accounting for 13.5% and 11.9% respectively. Shoes (11.3%) and bags (10.5%) also showed significant shares.
- ▶ Conversely, children's wear, innerwear, and accessories recorded relatively low proportions.

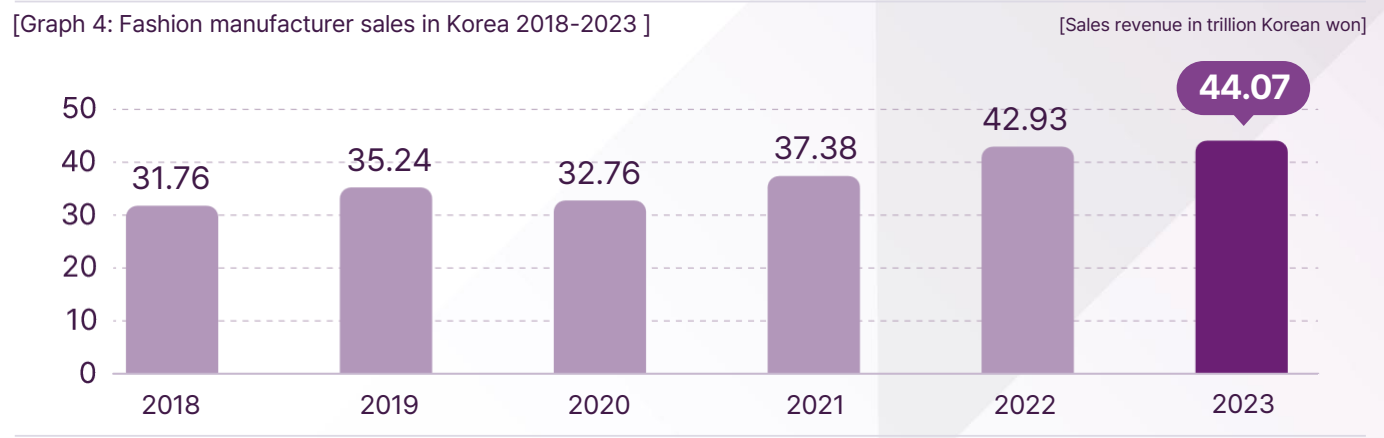
[Graph 3: Distribution of the fashion industry in the 1st half of 2023 in Korea, by category]



## Industry Structure: Manufacturing and Distribution

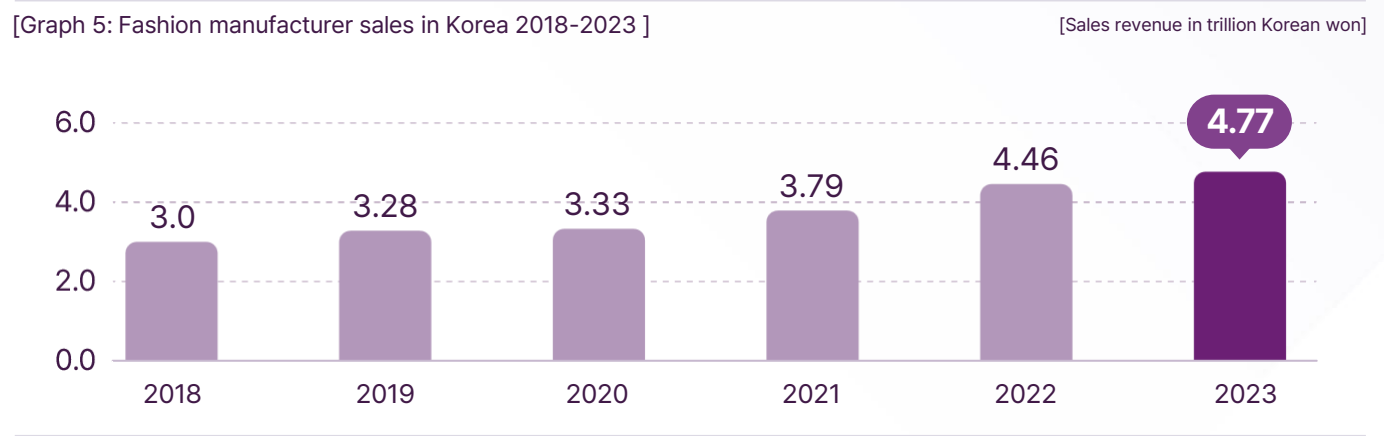
### Sales revenue of fashion manufacturers

- ▶ In 2023, the sales revenue of fashion manufacturers reached 44.07 trillion won, marking a continuous growth trend since 2020.
- ▶ After a dip in 2020 (32.76 trillion won), the industry rebounded steadily, with notable increases in 2021 (37.38), 2022 (42.93), and 2023.



### Fashion distribution business sales

- ▶ In 2023, the sales revenue of fashion distribution businesses in South Korea reached 4.77 trillion won, marking the highest point in six years.
- ▶ The industry showed steady growth from 2018 (3 trillion won) to 2023, with an increase after 2020.
- ▶ This suggests growing consumer demand and expansion in retail and online fashion channels.

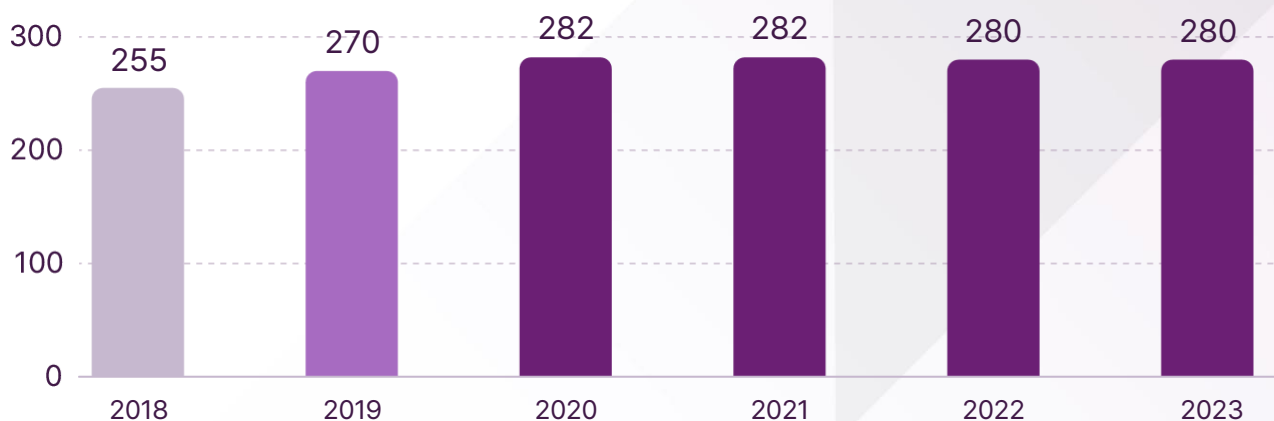


### Number of fashion manufacturing and distributing companies

- ▶ The number of fashion manufacturing and distributing companies in South Korea increased from 255 in 2018 to 270 in 2019.
- ▶ It remained relatively stable between 2020 and 2023, fluctuating slightly around 280 companies.
- ▶ Since 2020, the number remained relatively unchanged.

[Graph 6: Number of fashion companies in Korea 2018-2023]

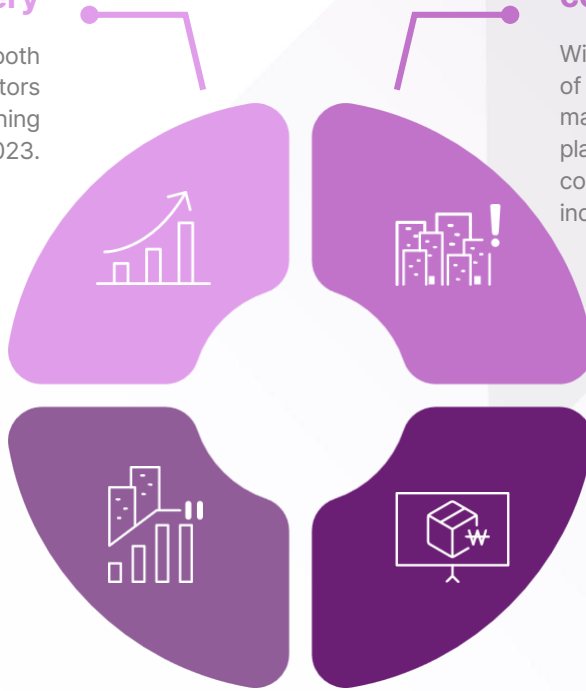
[Number of companies]



## Conclusion and Key Takeaways

### Post-pandemic recovery

After a dip in 2020, both manufacturing and distribution sectors showed steady sales growth, reaching their highest levels in 2023.



### Rising market concentration

With sales increasing but the number of firms holding steady, the market may be shifting toward dominant players, indicating potential market concentration risks within the industry.

### Plateau in companies

The number of companies peaked in 2020 and remained flat, suggesting market saturation and increased competition.

### Stable distribution trend

Sales in the distribution sector grew every year, driven by digitalization, e-commerce, and changing consumer behavior.

#### Original Source

Statista. (March 20, 2025). Apparel industry in South Korea.

<https://www.statista.com/topics/7477/apparel-industry-in-south-korea/#topicOverview>