

# Apparel Market by Category in Korea

This report provides a comprehensive analysis of the market trends and size of major apparel segments, based on the "Apparel industry in South Korea" conducted by Statista.

(Source: KOCCA)

## Formal Wear Market Size by Gender

### Men's Formal Wear Market Size in Korea (2016–2023)

- In 2023, the men's formal wear market in Korea amounted to around 4.7 trillion won.
- While this marked a slight decrease from 2022 (4.83 trillion won), the 2023 figure was still higher than all other years between 2016 and 2021.
- The market had declined steadily from 2016 (4.58 trillion won) to 2020 (3.88 trillion won), reflecting a period of contraction.
- A strong recovery began in 2021, with the market rebounding and reaching its peak in 2022.

### Men's formal wear market size in Korea (2016-2023)

Unit Market size in trillion Korean won

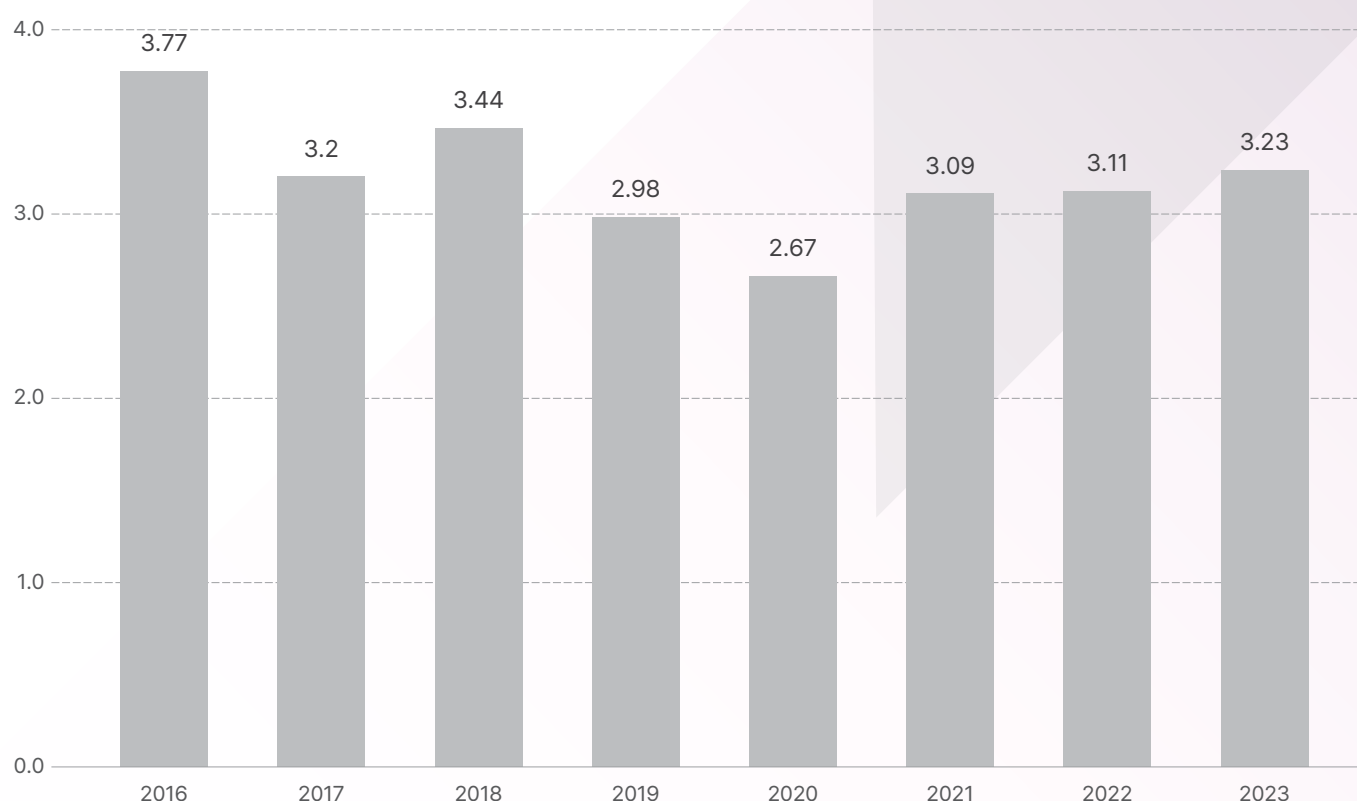


### Women's Formal Wear Market Size in Korea (2016–2023)

- In 2023, the women's formal wear market in Korea reached approximately 3.23 trillion won, showing a slight increase from the previous year.
- After hitting a low point of 2.67 trillion won in 2020, the market has steadily recovered.
- Since 2021, a gradual upward trend has been observed, indicating market stabilization.
- Although the market fluctuated after 2016, it has maintained an upward trajectory in recent years.

### Women's formal wear market size in Korea (2016-2023)

Unit Market size in trillion Korean won



## Casual and Functional Wear Market Size by Category

### Casual wear market size in Korea (2016-2023)

- The casual wear market in Korea steadily expanded from approximately 14.52 trillion won in 2016 to 19.58 trillion won in 2023.
- The market showed notable acceleration from 2021 onward, reaching 18.47 trillion won in 2022 and 19.58 trillion won in 2023.
- There was a brief slowdown in growth between 2019 and 2020, but the market quickly recovered.

### Casual wear market size in Korea (2016-2023)

Unit Market size in trillion Korean won

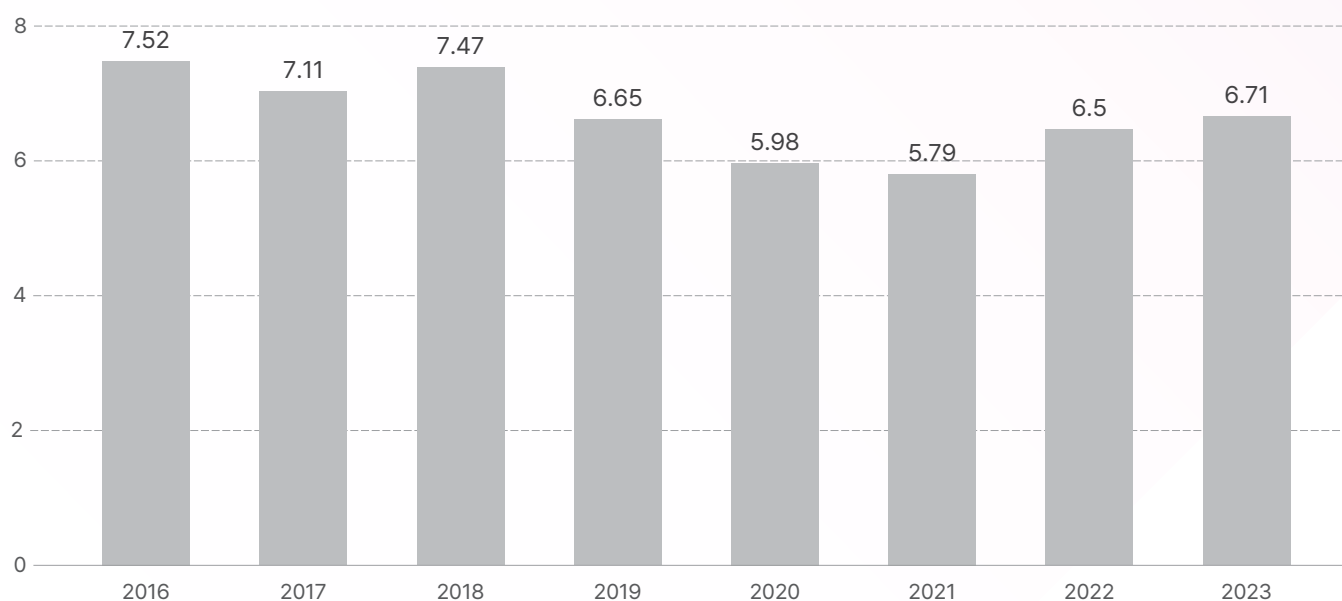


### Sportswear market size in Korea (2016-2023)

- In 2023, the sportswear market in Korea reached approximately 6.71 trillion won.
- This marked the third consecutive year of growth, continuing the upward trend that began after 2020.
- The market showed steady recovery and expansion, highlighting increased consumer demand for functional and active lifestyle clothing.

### Sportswear market size in Korea (2016-2023)

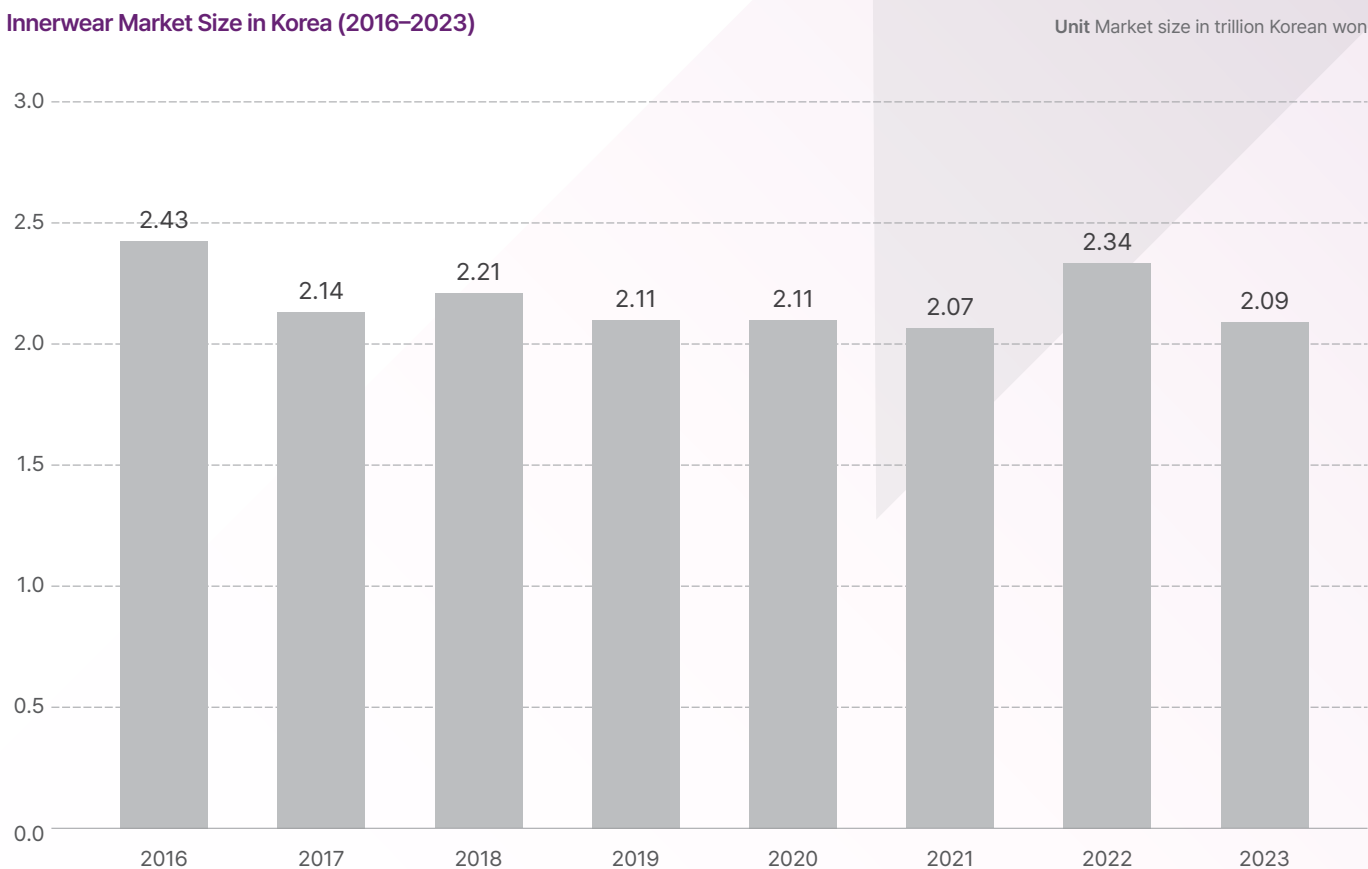
Unit Market size in trillion Korean won



### Innerwear Market Size in Korea (2016–2023)

- The innerwear market in Korea reached around 2.09 trillion won in 2023, marking a slight decline from the previous year (2.34 trillion won in 2022).
- The market showed minimal fluctuations over the years, remaining relatively stable throughout the 2016–2023 period.
- Despite some yearly variations, the market has not exhibited significant growth or decline, suggesting a mature or saturated market segment.

### Innerwear Market Size in Korea (2016–2023)



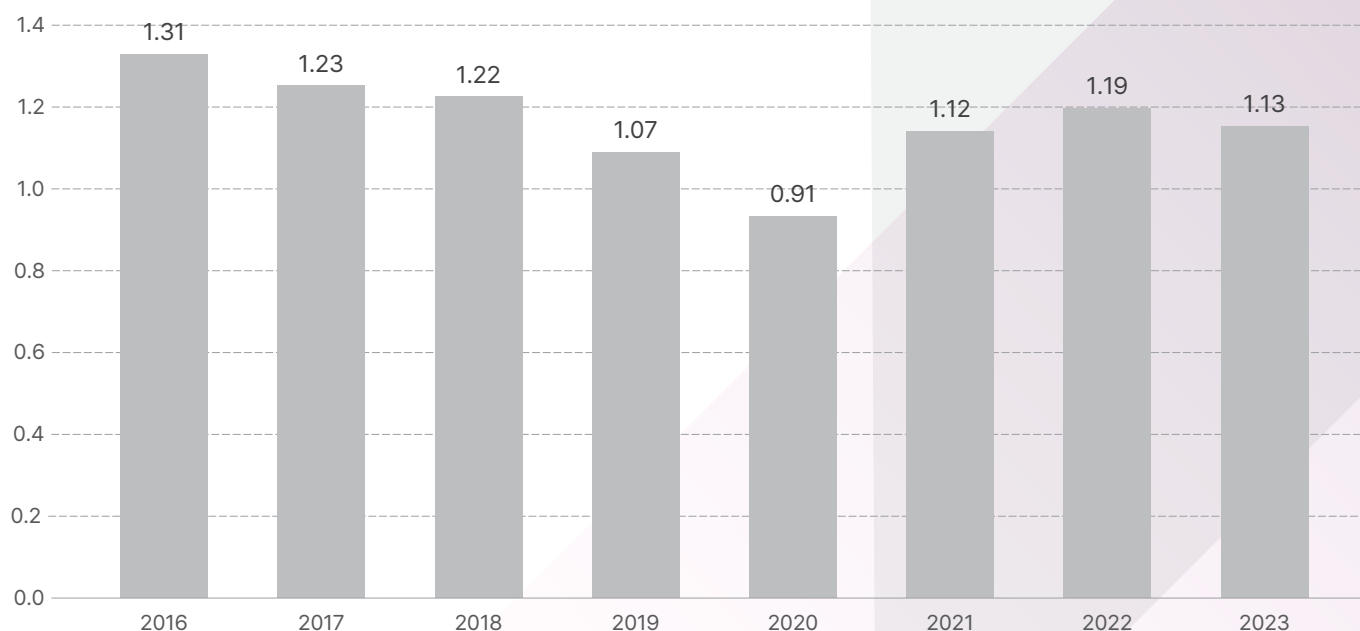
## Children's Wear Market Size

### Children's wear market size in Korea 2016-2023

- In 2023, the children's wear market in South Korea was valued at approximately 1.13 trillion won.
- This marked a decline from the previous year (2022), when the market reached 1.19 trillion won.
- The market hit its lowest point in 2020 (0.91 trillion won) but showed signs of recovery in 2021 and 2022.
- However, it has not returned to the 2016 peak level of 1.31 trillion won.

### Children's wear market size in Korea (2016-2023)

Unit Market size in trillion Korean won



## Conclusion and Key Takeaways

### 01 Men's vs. Women's Formal Wear

Men's formal wear remained robust in 2023 (₩4.7T), while women's formal wear declined overall, stabilizing at ₩3.2T — suggesting a shift in female consumer preferences.

### 02 Casual Wear Growth

The casual wear market experienced steady expansion, reaching ₩19.6 trillion in 2023, driven by lifestyle changes that favored comfort and versatility.

### Main Keyword

### 03 Rising Sportswear Demand

Sportswear grew for three consecutive years, hitting ₩6.7T in 2023, reflecting the popularity of athleisure and health-conscious fashion trends.

### 04 Stagnant Innerwear & Kids' Wear

The innerwear and kids' wear markets saw limited growth, likely due to demographic shifts and changes in functional purchase behavior.

### Original Source

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

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