

2023 Major Brands in Korea's Fashion Industry

This report provides a comprehensive analysis of the leading apparel companies and brand perceptions across various clothing categories, based on the "Apparel industry in South Korea" conducted by Statista.

(Source: KOCCA)

This report is based on a survey conducted in South Korea from November 21 to 30, 2023, involving 3,000 respondents aged 16 to 69. The data were collected and analyzed by Global Research, in collaboration with the Korea Federation of Textile Industries (KOFOTI), the Korea Fashion Association, and the Ministry of Trade, Industry and Energy (MOTIE).

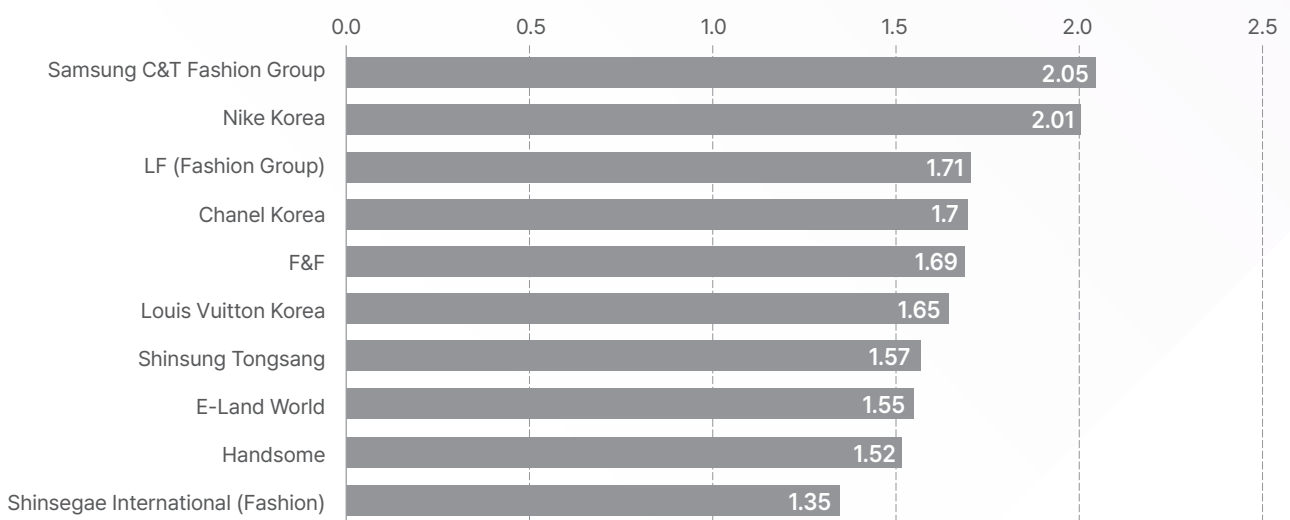
Market Size and Key Players in the Korean Apparel Industry

Leading Apparel Businesses by Sales Revenue in Korea 2023

- According to the chart, Samsung C&T Fashion Group ranked as the leading apparel company, recording a sales revenue of 2.05 trillion South Korean won.
- It was followed closely by Nike Korea (2.01 trillion won) and LF Fashion Group (1.71 trillion won). Other major companies included Chanel Korea (1.7 trillion won), F&F (1.69 trillion won), and Louis Vuitton Korea (1.65 trillion won).
- The data is based on research conducted by Korea Fashion Association's Trend Research in 2023.

Apparel Businesses by Sales Revenue

Base in trillion South Korean won

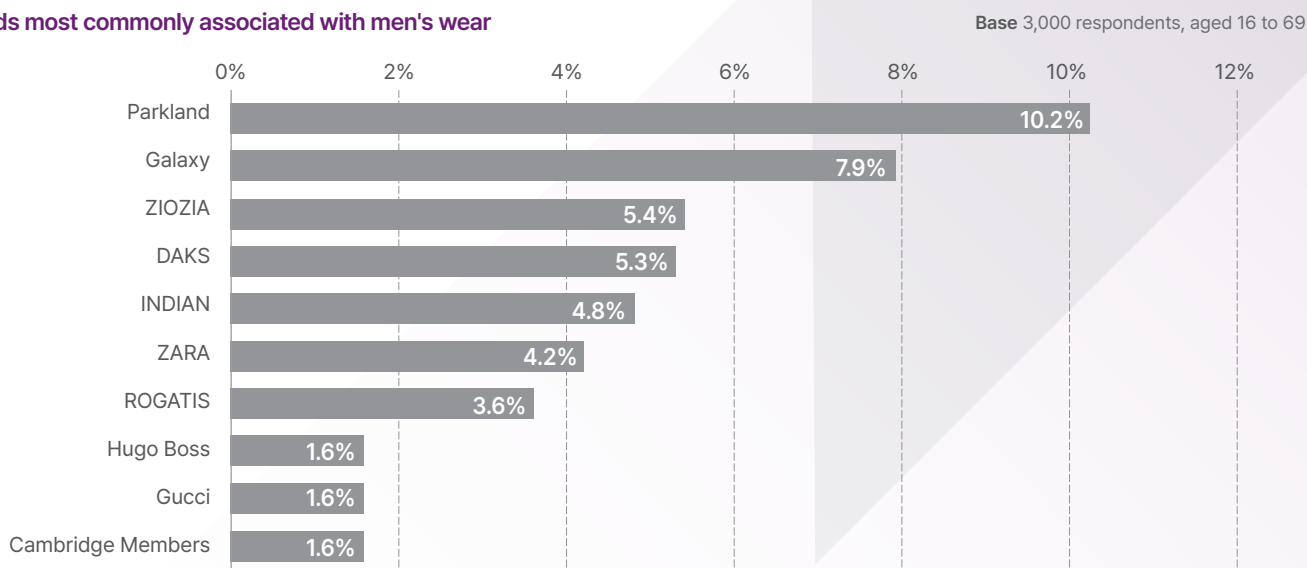


Category-Based Brand Perception in the Korean Fashion Market

Brands most commonly associated with men's wear in Korea 2023

- According to the chart, Parkland (10.2%) was the brand most commonly associated with men's wear, followed by Galaxy (7.9%), ZIOZIA (5.4%), and DAKS (5.3%).
- Other notable mentions included INDIAN (4.8%), ZARA (4.2%), and ROGATIS (3.6%), while Hugo Boss, Gucci, and Cambridge Members each recorded 1.6%.

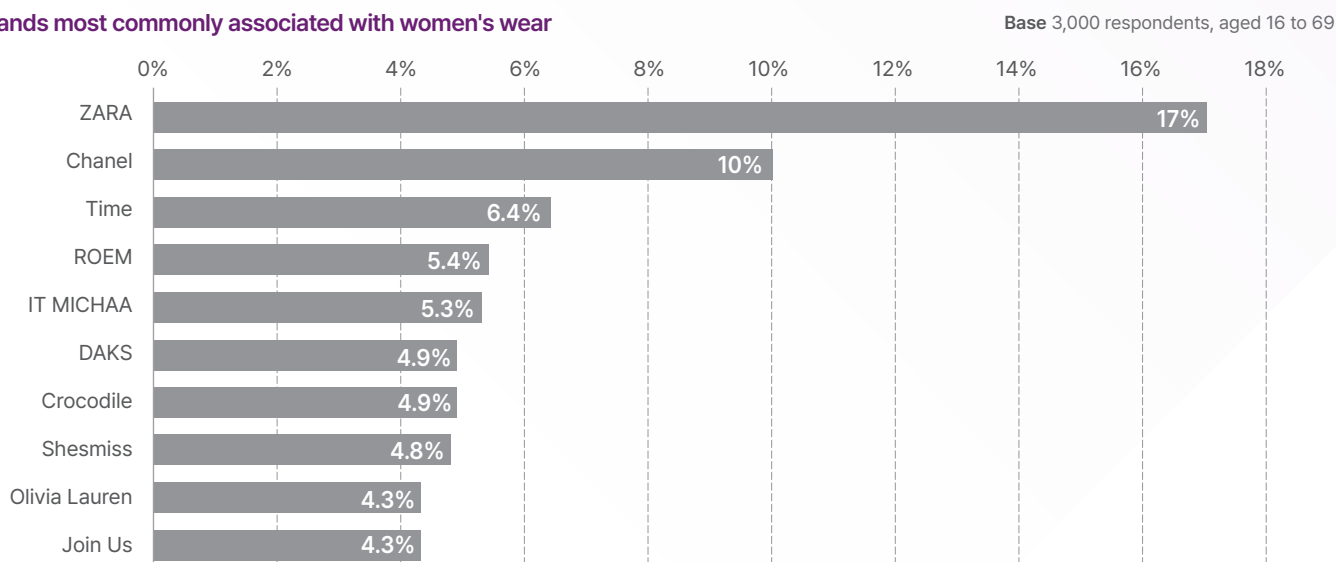
Brands most commonly associated with men's wear



Brands most commonly associated with women's wear in Korea 2023

- According to the chart, ZARA (17%) was the brand most commonly associated with women's wear, followed by Chanel (10%) and Time (6.4%).
- Other notable brands included ROEM (5.4%), IT MICHAA (5.3%), DAKS (4.9%), and Crocodile (4.9%), while Shesmiss, Olivia Lauren, and Join Us each recorded around 4.3–4.8%.

Brands most commonly associated with women's wear

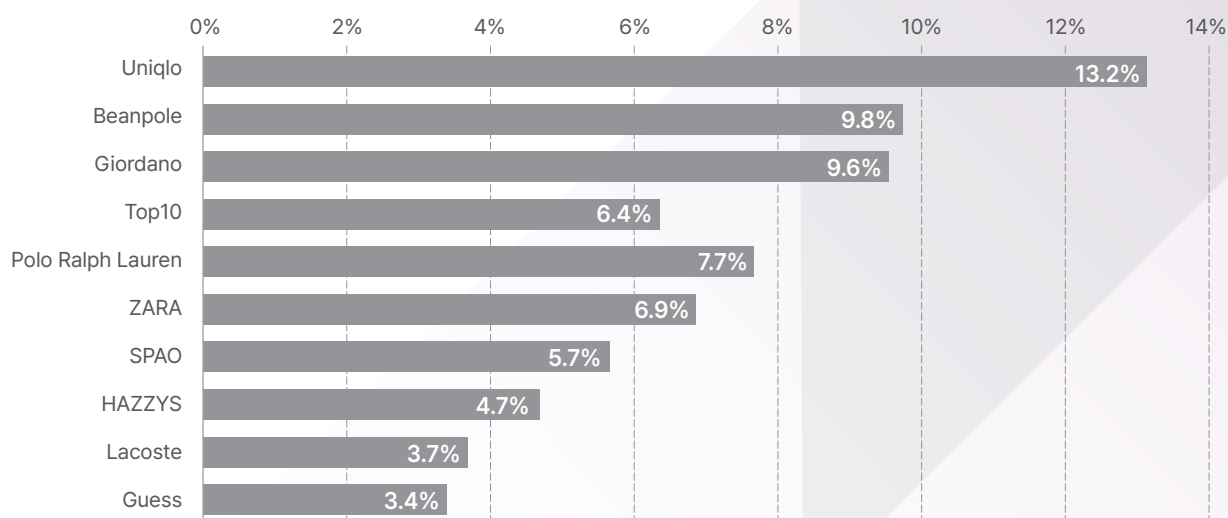


Brands most commonly associated with casual wear in Korea 2023

- According to the chart, Uniqlo (13.2%) was the brand most commonly associated with casual wear, followed by Beanpole (9.8%) and Giordano (9.6%).
- Other notable brands included Top10 (6.4%), Polo Ralph Lauren (7.7%), and ZARA (6.9%), while SPAO, HAZZYS, Lacoste, and Guess recorded smaller shares between 3% and 6%.

Brands most commonly associated with men's wear

Base 3,000 respondents, aged 16 to 69

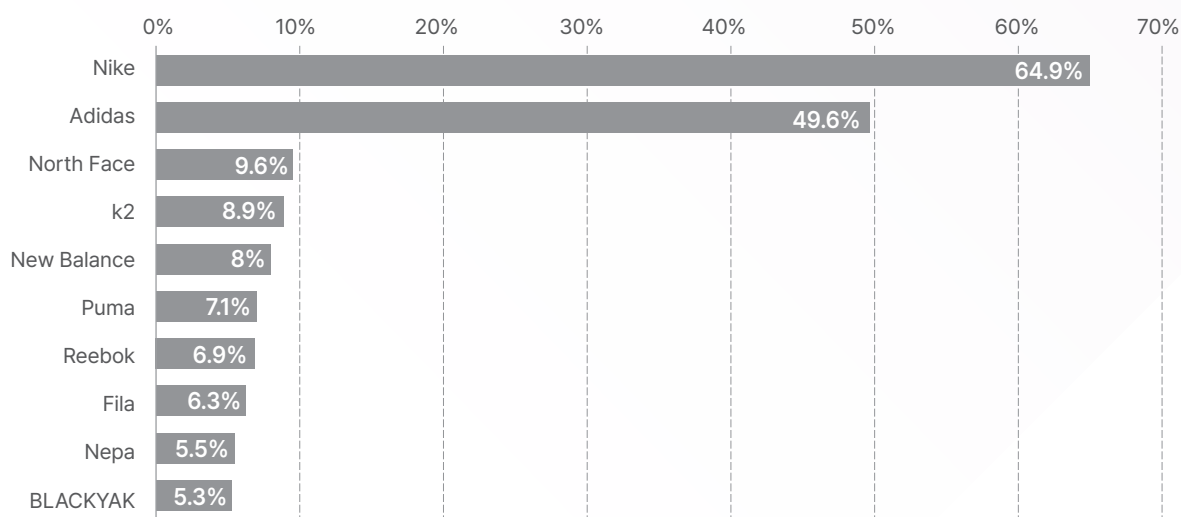


Brands most commonly associated with sportswear in Korea 2023

- According to the chart, Nike (64.9%) was the brand most commonly associated with sportswear, followed by Adidas (49.6%).
- Other notable brands included The North Face (9.6%), K2 (8.9%), and New Balance (8%), while Puma, Reebok, and Fila recorded shares between 6% and 7%.

Brands most commonly associated with sportswear

Base 3,000 respondents, aged 16 to 69



Conclusion and Key Takeaways



Men's wear market is dominated by domestic brands

- The top five brands (Parkland, Galaxy, ZIOZIA, DAKS, and INDIAN) were all local.
- Each brand accounted for less than 10% of responses, suggesting a highly competitive and fragmented market.



Global SPA brands lead the women's wear market

- ZARA ranked first (17%), followed by Chanel (10%).
- This shows strong brand recognition for global labels in women's fashion.



Casual wear market centers on mass-market brands

- Uniqlo (13.2%) ranked highest, followed by Beanpole (9.8%) and Giordano (9.6%).
- The top three brands are all accessible, mid-priced brands with broad consumer appeal.



Sportswear market shows a clear duopoly

- Nike (64.9%) and Adidas (49.6%) dominated the category, with a wide gap from the next competitor (The North Face, 9.6%).
- The data reflects the strong market dominance of global sports brands in Korea.

Original Source

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

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