

Running-Core Takes Off: How Athletic Trend Sparked 20x Fashion Sales Surge

This article illustrates how the fusion of sportswear and everyday fashion—driven by the ‘running-core’ trend—is rapidly transforming consumer demand, signaling opportunities for global buyers to tap into Korea’s growing athleisure and lifestyle markets.

□ Running Pants Drive Explosive Sales Growth

- Zigzag reported 20-fold (1889%) year-on-year surge in running pants transactions during first week of September
- Search volume for running pants jumped 9-fold (841%) as fall weather revives outdoor running interest

□ Core Categories Expand Beyond Basic Pants

- Running shorts searches grew 6-fold (549%), while two-in-one shorts rose nearly 4-fold (289%) in popularity
- Functional fabrics and comfort-focused designs drive demand for versatile activewear enabling free movement

□ Accessories Complete the Running Ecosystem

- Running headbands surged 31-fold (3077%) in searches to prevent sweat during workouts
- Running belts (+474%) and cushioned running socks (+406%) see dramatic search increases across platform

□ Brand Success Stories Emerge

- Activewear brand Skullpig achieved 75% sales increase with “Air Rush Running Shorts” and “Ice Jogger Pants”
- Cool fabrics and versatile designs become key selling points for brands riding the running-core wave

Source

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