

Who, Why, How to Spend Fashion In Korea



한국패션협회

1st Oct., 2025

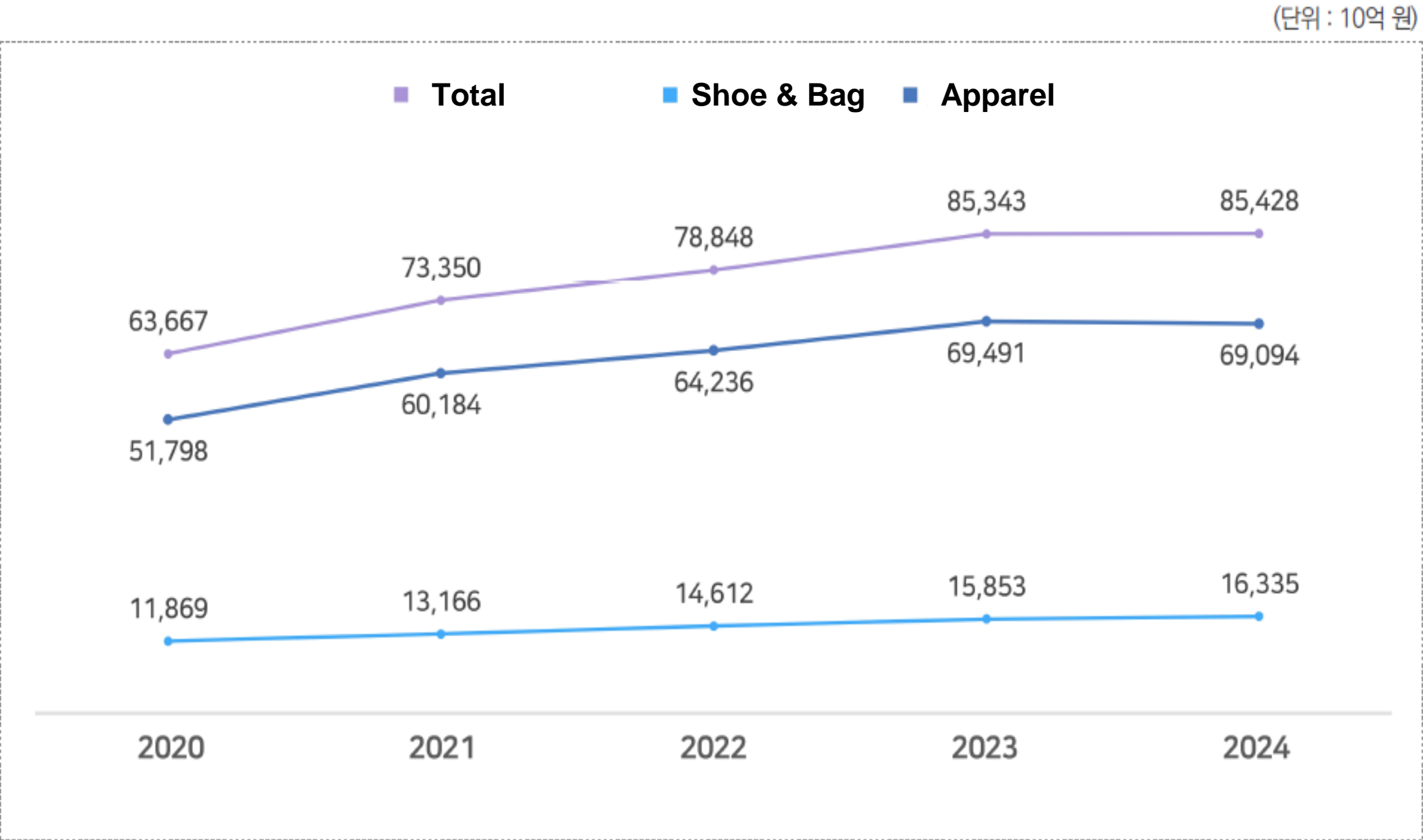
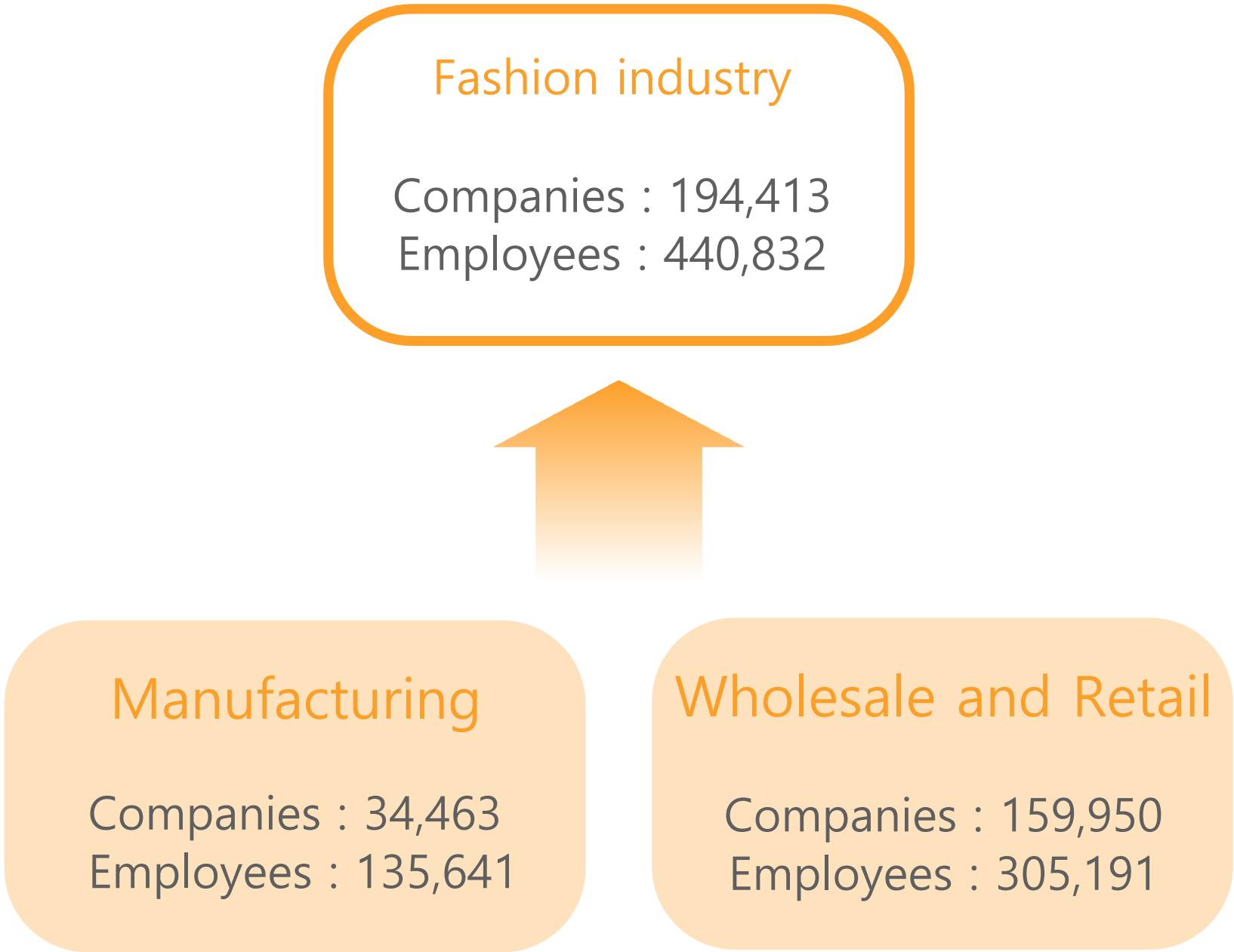
Director

HeeJin, Shin

Fashion industry in Korea

Totally 190,000 companies and 440,000 employees including 30,000 manufacturing companies with 130,000 employees

Key industries that drive related industries such as materials, manufacturing, distribution, and logistics with an annual retail market of **KRW 80 trillion(50 billion euro)**



출처: 통계청, 서비스업 동향조사

Local Fashion Brand

Design Details, Materials, Sewing, Branding... upgrade to the next level, Premium Contemporary

3M is succeeding based on digital ecosystems such as Martin Kim, Mardi Mercredi, and Marithé Francois Girbaud

VS Brands such as Junji, Woo Young-mi, SONGZIO, Anderson Bell, and Ink are expanding its spectrum through official methods such as overseas fashion show and showrooms

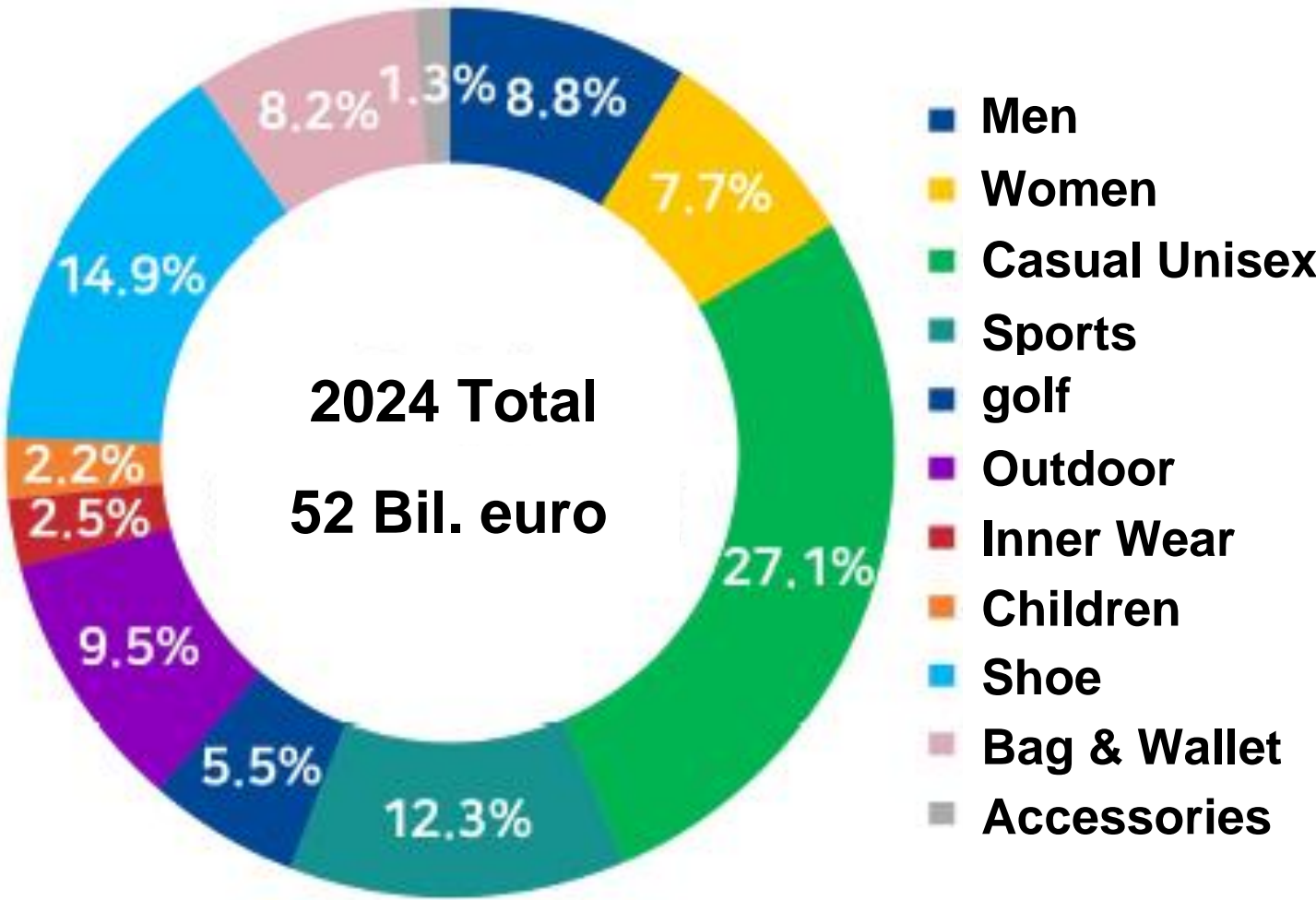
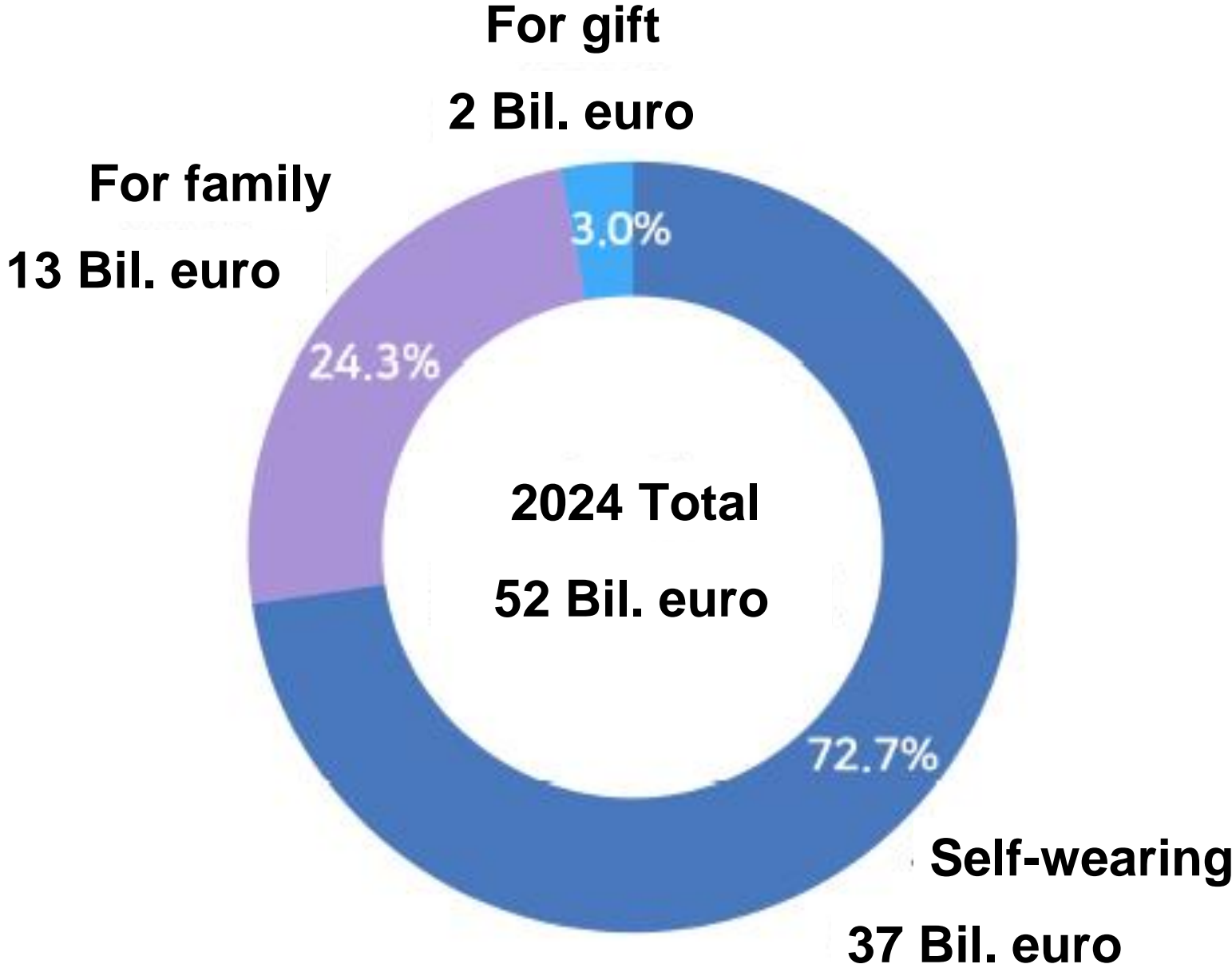


일본 시장, 왜 K패션을 찾나

[어패럴뉴스 정민경 기자] 다수의 한국 패션 브랜드가 최근 일본 리테일러들의 러브콜을 받고 있다. 조조타운 등 일본을 대표하는 패션 플랫폼은 물론, 일본에서 내로라하는 대형 백화점까지 한국 패션 브랜드를 유치하는데 적극 나서고 있다.

Consumption of Fashion Products

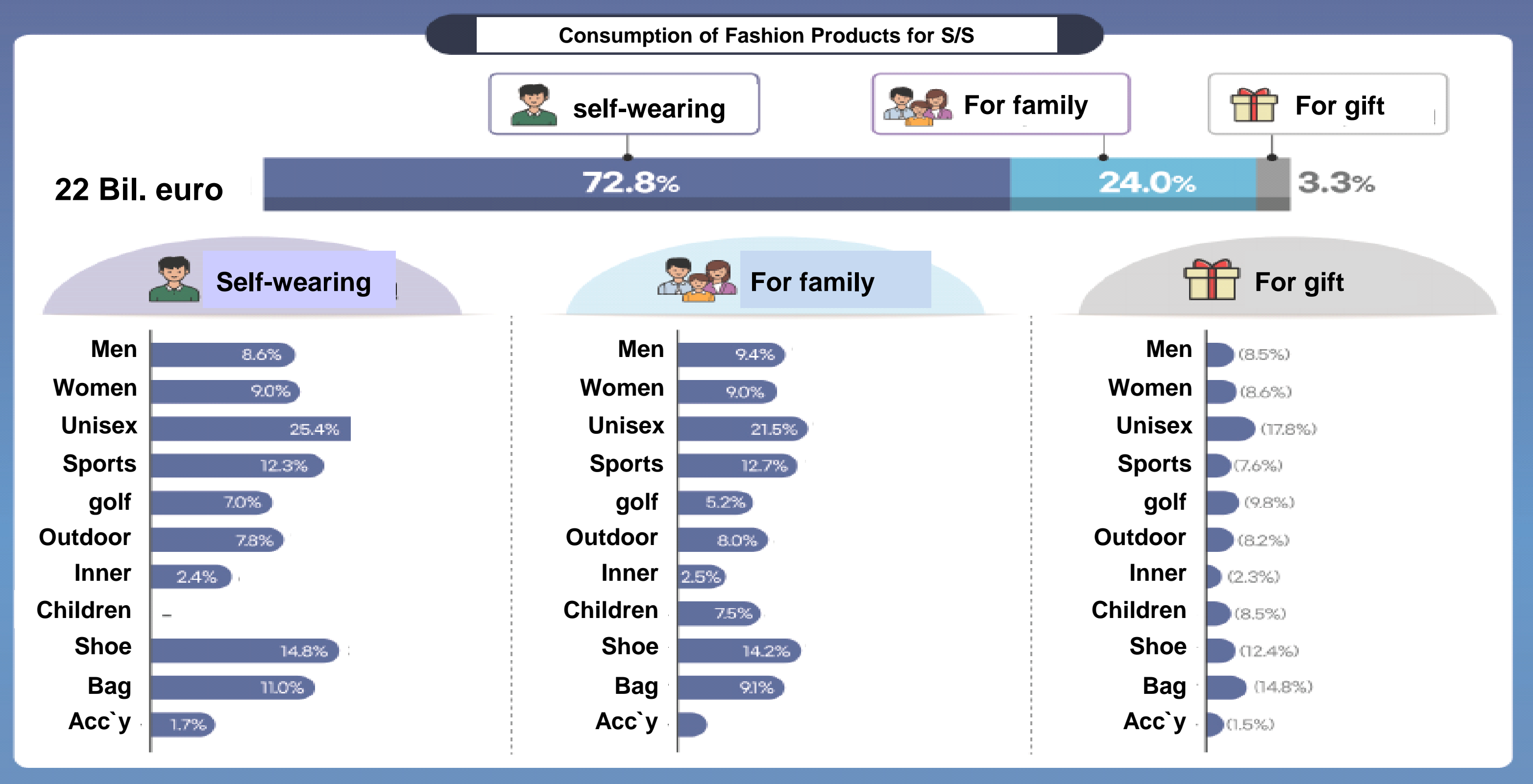
Consumption of fashion products from March 2024 to February 2025 (amount)



- Men
- Women
- Casual Unisex
- Sports
- golf
- Outdoor
- Inner Wear
- Children
- Shoe
- Bag & Wallet
- Accessories

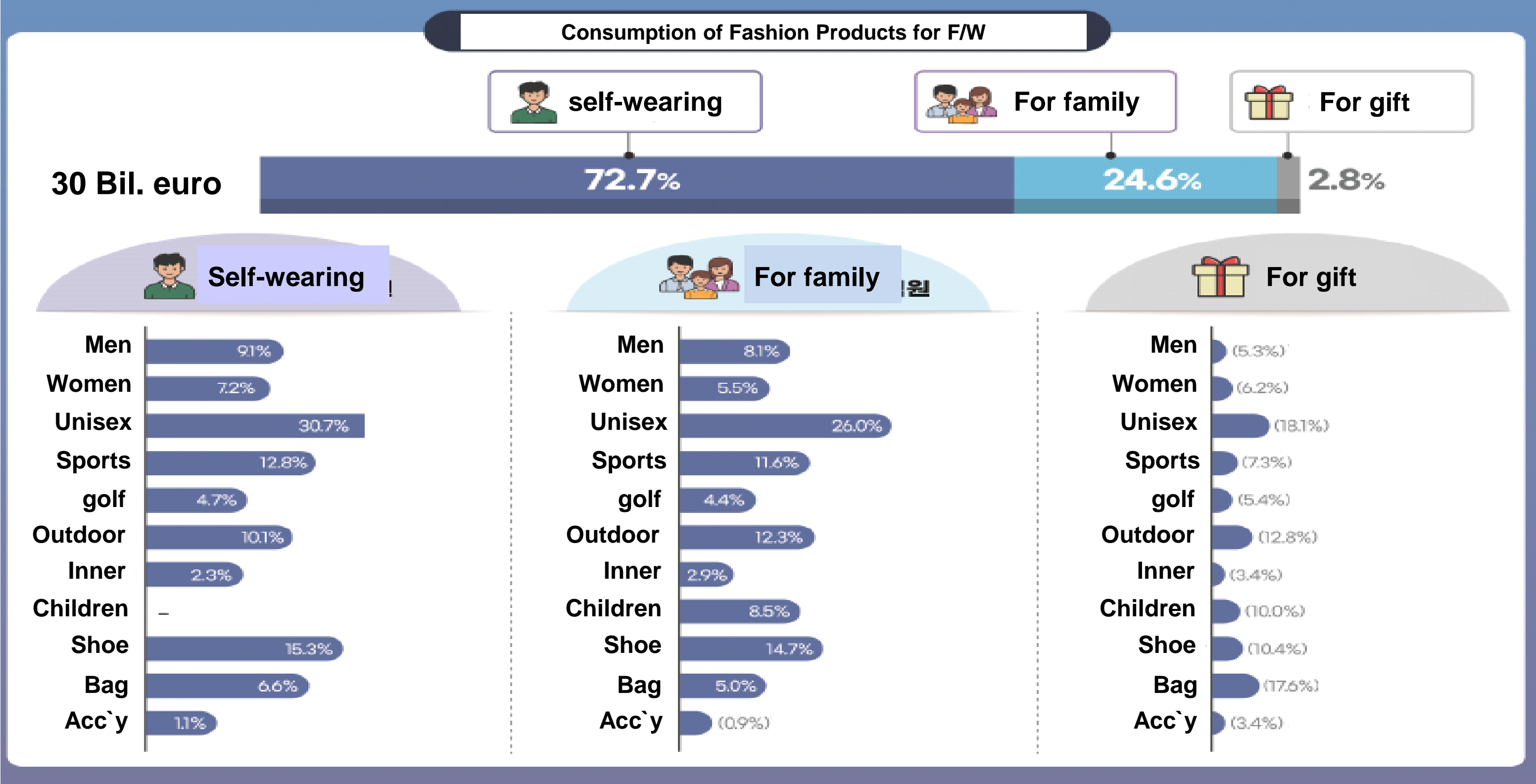
Consumption of Fashion Products

Consumption of fashion products from March 2024 to February 2025 (amount)



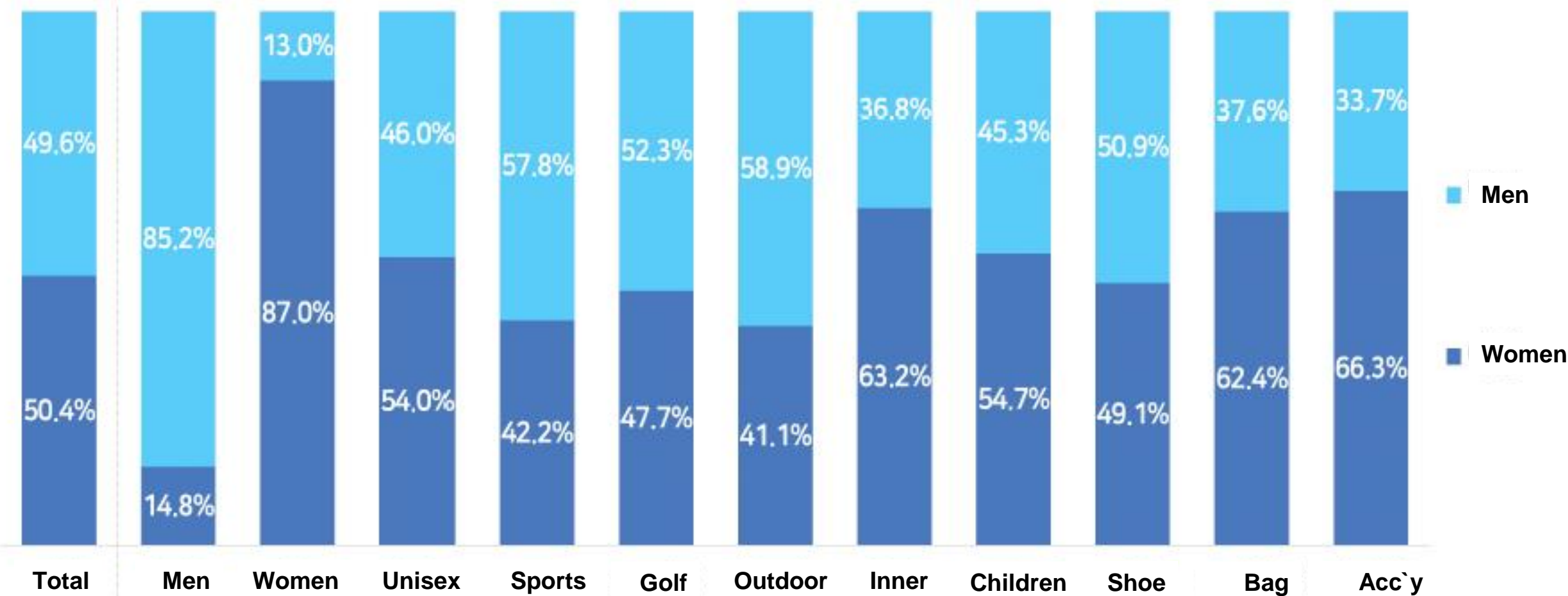
패션 제품 소비 현황

Consumption of fashion products from March 2024 to February 2025 (amount)



Consumption by Core Consumer Group & Category

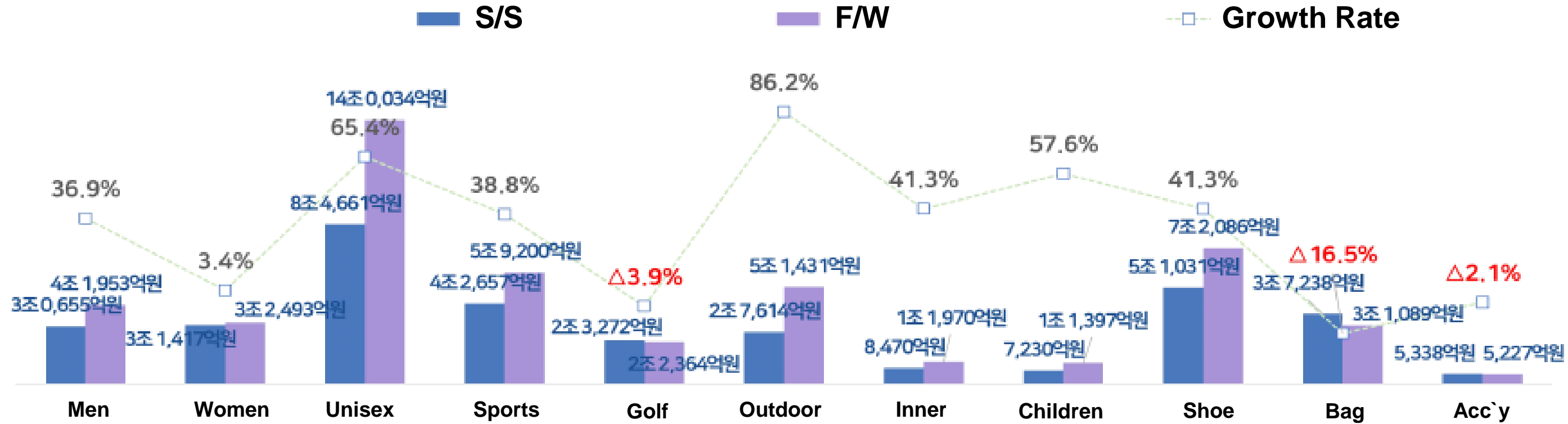
- ✓ Age : concentrated to 40s to 50s
- ✓ Gender Differences : Similarity in total consumption, but women have a high proportion of purchases for their families
- ✓ Purpose of purchase: The purpose of purchase is clearly divided by age group, with men having a high proportion of purchases for themselves, and women making a lot of family purchases
- ✓ Most consumed items: Casual clothing (14 Bil. euro), shoes (8 Bil. euro), and sportswear (6 Bil. euro)
- ✓ Other Characteristics
 - Children's clothing: approximately 1.1 Bil. euro(for households with children)
 - Women's Clothing: Spring Seasons Clothing Demand for Suites(office look) Increased
 - Golf Wear: High-income Centered, Decreasing Trends in Purchasing
 - In particular, casual clothes are consumed evenly by all age groups, and the characteristics of considering practicality and style seems to be strong



Seasonal Consumption

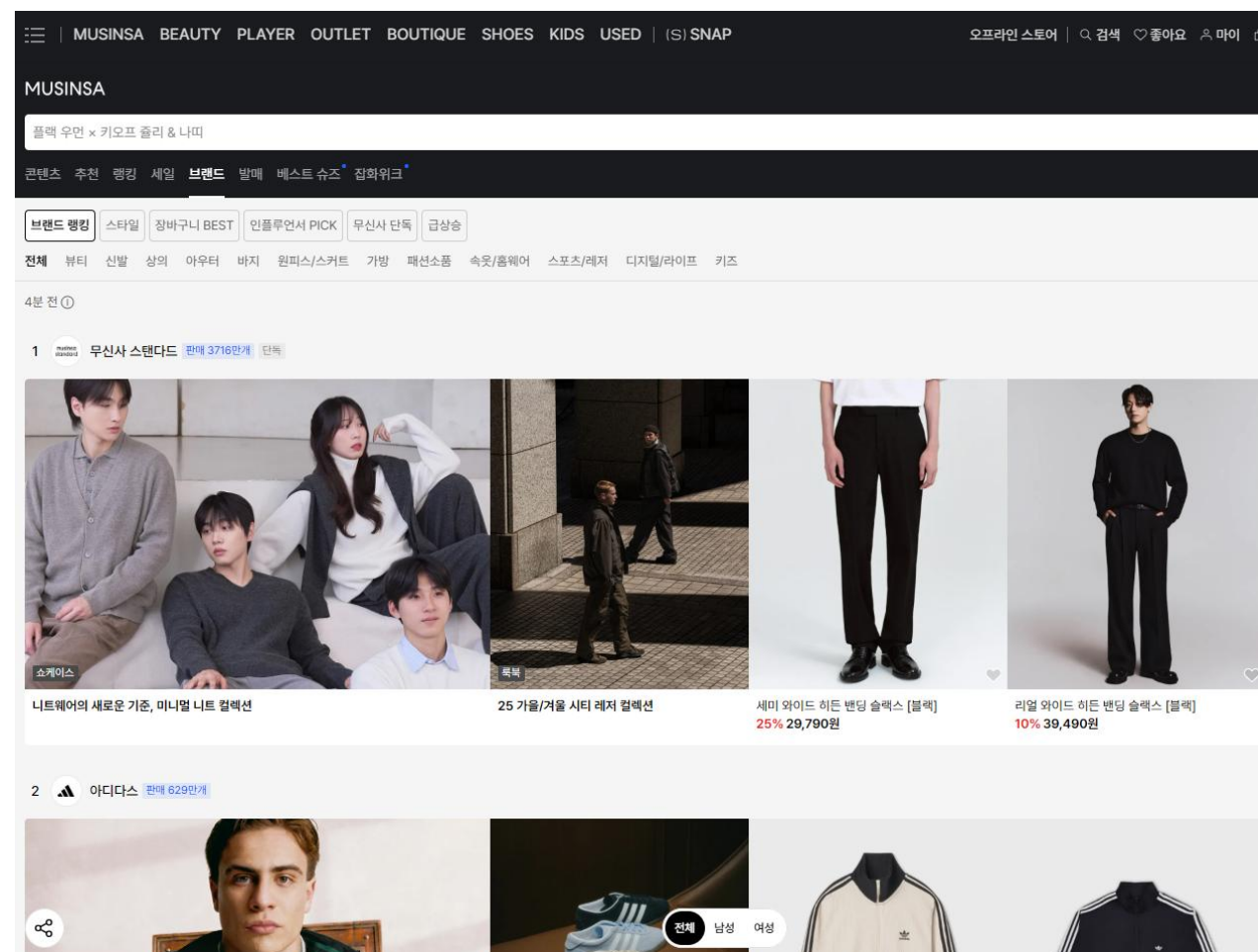
- ✓ Spring (March-May): When consumption is most active, the total purchase size is about 18 Bil. euro
- ✓ Summer (June-August): overall decrease in purchases, centered on lightweight clothing
- ✓ Autumn (September-November): Consumption levels similar to spring, purchases higher
- ✓ Winter (December-February): Small number of purchases but maintained total due to rising unit prices
- ✓ The main consumers of seasonal consumption are still in their 40s and 50s, and it is analyzed that the new semester and temperature changes stimulate consumption, especially in spring and autumn

Consumption for S/S 22 Bil. euro
Consumption for F/W 30 Bil. euro

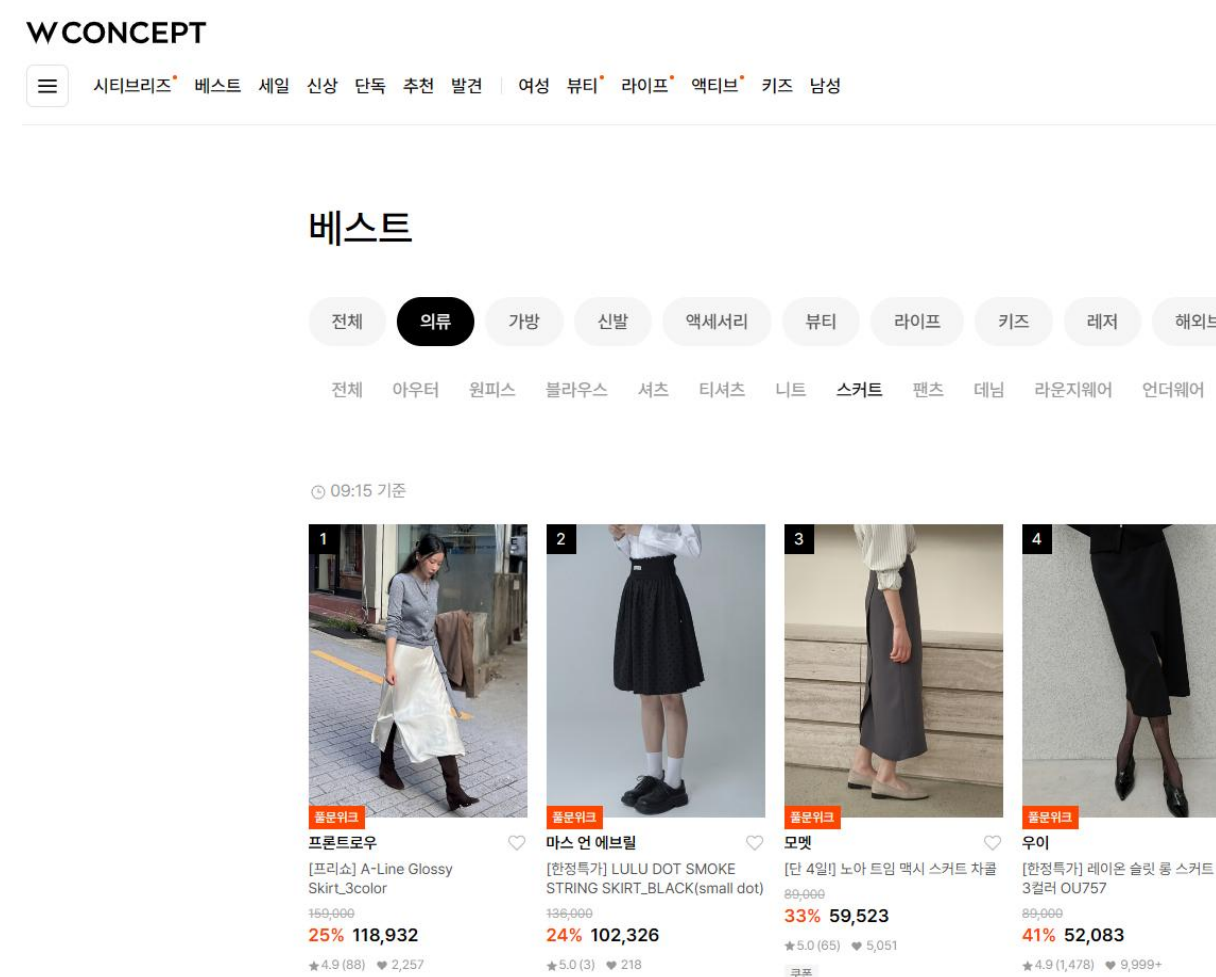


Purchase Pattern and Distribution Channel

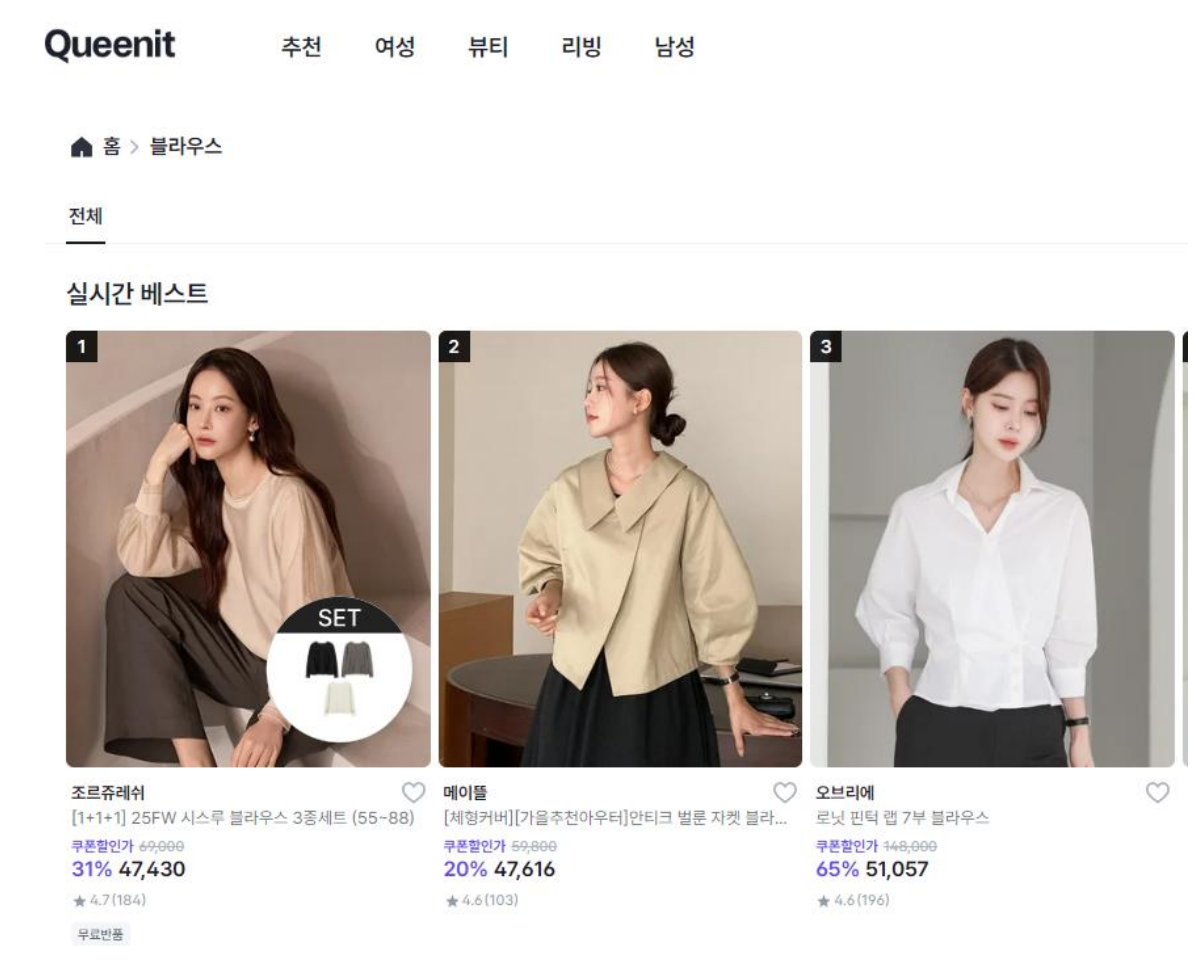
- ✓ Portion of purchase purpose: 74% for self-wearing, 30% for family, 6% for acquaintances' gifts (※ Duplicate responses allowed, total more than 100% allowed)
- ✓ Distribution Channel Trends
 - Offline: Prefer large stores such as department stores and outlets
 - Online: 56% of teenagers buy online, and over 40% in 50s buy online
 - Distribution based on category : Innerwear, accessories → and online open market preference



20s to 30s for men`s suites : Musinsa



20s to 30s for women`s : W Concept



40s to 50s women`s : Queenit