

K-FOOTWEAR

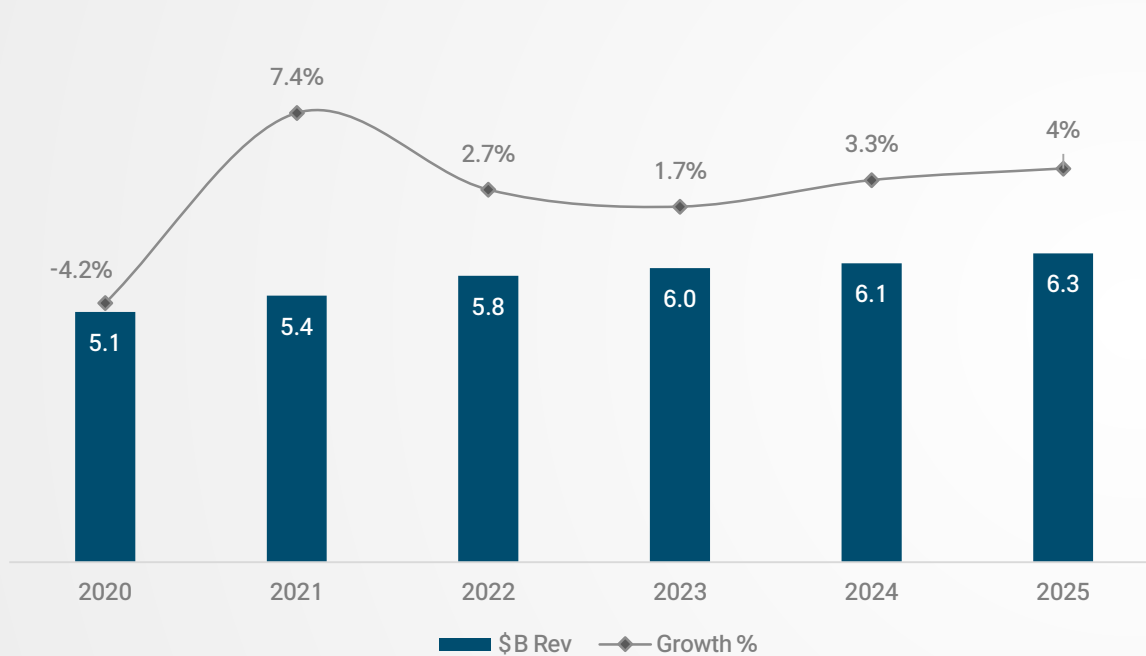
: Navigating the World's Fastest-Moving Market

- Presented by : Yoon, Director of Footwear division, LF Corp
- Date : October 1, 2025

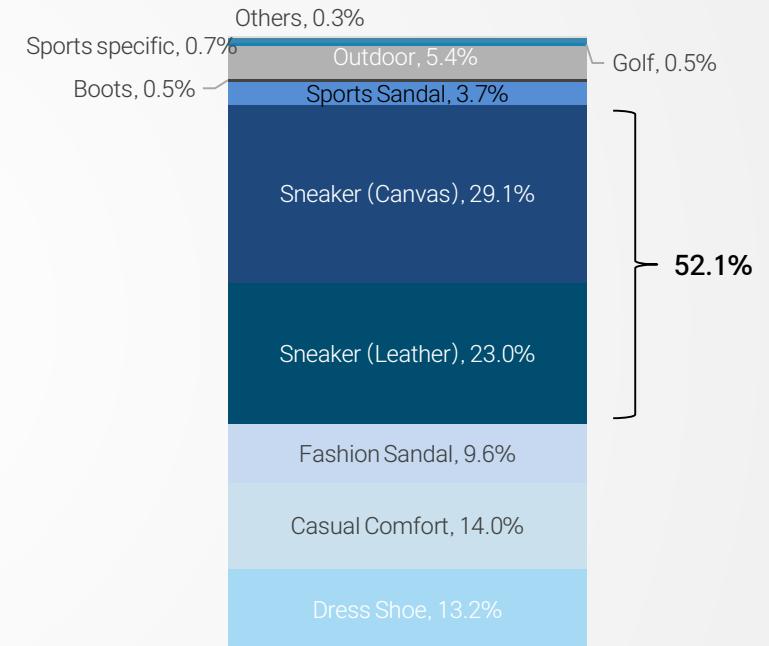
K-Fashion / Footwear Market

K-footwear Market Growth & Size (20' - 25')

1 USD = 1,300 KRW



Rev % by Category



- The footwear market consists of the total revenues generated through the sale of all types of men's, women's, and children's shoes.
- The Korean footwear market is projected to reach the total revenue of \$6.3B in 2025.
- 2025 Est. Revenue: 8.2 Trillion KRW (+ \$ 6.3B) / YoY Growth: +4.0 % / CAGR(2025-2030): 4.3~4.5%

K-Fashion / Product & Category Updates



Unwavering Sneaker Dominance

Key : Classic models like Air Force 1 & Dunk / Adidas Samba continue to drive growth



Formal Wear Retreat

Key : Economic slowdown & 'Work-From-Anywhere' culture suppress formal demand, limiting overall market growth



Performance & Outdoors Surge

Key : Sportswear segment projected to grow ~3.9% in 2024, emphasizing technical and outdoor use



The Functionality Mandate

Key : Lightweight materials, breathability, and performance tech are essential requirements for consumer adoption

K-Fashion / Distribution & Retail Strategy Updates



The Digital Shift



The Dominant Online Shift (Focus on DTC)

- ① Offline-to-Online shift is accelerating.
- ② Brands must prioritize Direct-to-Consumer (DTC) and Brand-managed online Malls to secure direct contact.



The Retail Evolution



Offline Stores as Experience Centers

- ① Physical stores are evolving from sales points to experiential spaces and brand-sensory hubs (O2O Strategy)



Department Stores Investment moves

- ① Traditional footwear (Classic leather/ Dress shoes) floorspace and investment are reducing.
- ② Re-allocated towards casual comfort brands and new fresh contemporary lifestyle brands.

K-Fashion / Price & Consumer Value Updates



Price Sensitivity

High Price Resistance in a Slow-Growth Market

- ① 1.4% low growth fuels consumer price sensitivity.
- ② Cost-driven price increases will be strongly resisted by consumers due to difficult market conditions



Value Drivers



Ga-Seong-Bi (Value-for-Money) is King

- ① Consumers intensively scrutinize quality, durability, and functionality relative to the price point.

Continuation demand of Premium Strategy



- ① Limited Edition drops and Brand Collaborations remain crucial differentiators to stimulate demand and justify premium pricing..

K-Fashion / Women's Footwear



The Dominance of Comfort (Replacing High Heels)

Dramatic shift from traditional high heels to sneakers, flats, and knit loafers. This fuels the growth of the Casual Comfort segment



Function as the New Fashion Driver

Demand is strong for products successfully combining functionality (walking, jogging) and design. This creates an opportunity for high-tech footwear.



Unwavering Demand for Affluent Luxury

Strong purchasing power among affluent consumers sustains demand for luxury flats, sandals, and designer boots

KEY Takeaways & Call to Action

Key Takeaway

- The Dominance of Comfort & Casual
 - Value Over Price, but Scarcity is Key
 - Digital first, Experience Next
-

Next Steps: Strategic Entry & Collaboration

- Partnering: Explore partnerships with Korean brands or distributors who understand the local DTC/O2O landscape.
- Product Alignment: Develop a focused collection of premium casual comfort footwear that leverages your quality for the Korean market.
- Scarcity Strategy: Launch with a limited-edition collaboration to generate immediate buzz and justify a premium price point.

Thanks

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