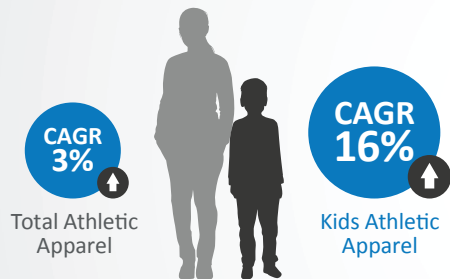
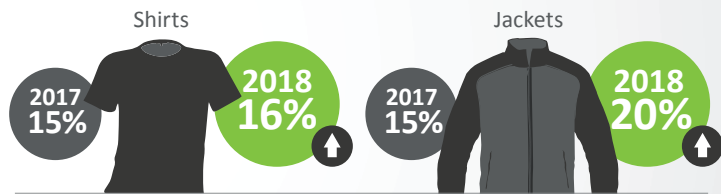


# Growing Kids Athletic Apparel Market in Korea

Despite of flat growth in overall Athletic Apparel market, Kids Athletic Apparel has relatively achieved huge growth in Korea over the last few years, following the 'Gold Kids Syndrome'. It contributes to increase the number of parents and relatives to spend more money on their only child and nephew according to the low birth rates phenomenon. Here's a closer look.

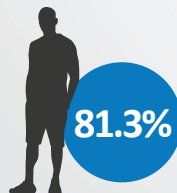


**Kids Athletic Apparel has increased by CAGR 16% since 2016** while total Apparel market grew at a CAGR of 3% during the same period.

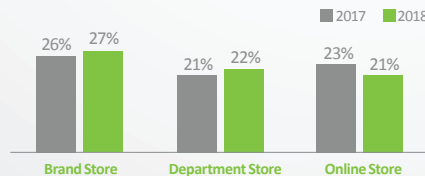


**Shirts and Jackets are the key market driver** to the growth of Kids Athletic Apparel.

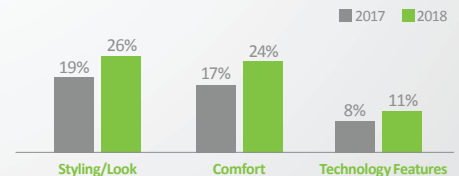
## Purchase Pattern of Key Consumer Group



For **Age 35-49** group in total Kids Athletic Apparel market



The key purchasing channel is **Brand store** to Age 35-49 group followed by **Department store and Online Store**.



For Age 35-49 group, main purchase reasons are **Styling/Look and Comfort**. In the meanwhile, **Technology Features** becomes more important nowadays.

With in-depth information from our Consumer Tracking Service, you get a complete view of athletic footwear and sports apparel purchases in South Korea. Insights include consumers' acquisition habits and purchase experiences, consumer profiles, buyer demographics, and more. Discover why leading brands around the world rely on NPD to help them achieve data-driven growth.

Source: The NPD Group / Consumer Tracking Service, 12ME June 2016, 2017, and 2018.

Learn more about global apparel trends in South Korea and beyond.  
Contact MyeongHan.Kim@npd.com

