GLOBAL CONSUMER

INSIGHTS

IN SOUTH KOREA

SHOPPING TRENDS

 \uparrow = significantly higher in 2025 \downarrow = significantly lower in 2025

Top Retailers Shopped for Clothing

81% Solution Online only store

58% file

Department

(In-Store)

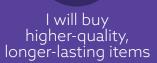
57% STA

Top Ways Plan to Shop for Clothing in Next Year









Preferred Shopping Method

Browsing Purchasing
81% 62% Online
14% 36% In-Store

Top Social Media Sources



51%
Use social media as a top source of inspiration
(social media/blogs/vlogs)

Drivers of Consumer Prefrence



Comfort





Comfortable



Cotton Preference

Soft



Authentic









Denim



Cotton blends

71%
Prefer Cotton, Cotton blends, or Denim







SUSTAINABILITY ↑= significantly higher in 2025 ↓= significantly lower in 2025

14%

Changing how shopping for clothing to reduce environmental impact



Rely on a sustainability certification or seal to determine if clothing is made in an environmentally friendly manner

45%

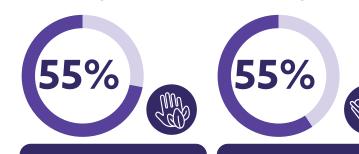


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40%

Willing to pay more for natural fibers such as cotton

Top Reasons Would Pay More for Clothes Made from Natural Fibers



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28%



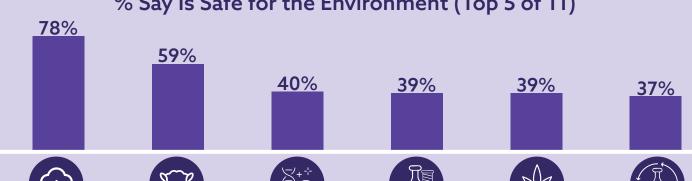
Hypoallergenic/less irritating to skin

More comfortable

Better quality

Better performance

% Say Is Safe for the Environment (Top 5 of 11)





Cotton



Wool



Polyester



Rayon



Hemp



Tencel*

