GLOBAL CONSUMER

INSIGHTS

IN SOUTH KOREA

SHOPPING TRENDS

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

36% if it is a second of the interval optimistic about their financial situation

Top Retailers Shopped for Clothing

81% Solution only store

58% file

Department

(In-Store)

57% STA

Top Ways Plan to Shop for Clothing in Next Year







I will do more research so I can get the best value 72%

I will buy higher-quality, longer-lasting items

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









Comfortable



Cotton Preference

Soft



Authentic





Cotton



Denim



Cotton blends 71%
Prefer Cotton, Cotton blends, or Denim





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

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



40%

Willing to pay more for natural fibers such as cotton

Top Reasons Would Pay More for Clothes Made from Natural Fibers



irritating to skin

Better quality

Better performance

% Say Is Safe for the Environment (Top 5 of 11) **78% 59%** 40% 39% 39% 37% **Polyester** Tencel*



Cotton

Wool

Hemp

Rayon