



***36<sup>th</sup> IFC / Dhaka in Bangladesh***

# ***Korean Footwear Industry Report***



***Korean Footwear Industries Association***

# 1

## Korean Footwear Industry

[Manufacturing Statistics]

<Unit:USD million>

Classification	2011	2012	2013	2014	2015	Average
Company	524	531	537	517	486	519
Workers	12,400	12,184	11,977	11,685	11,691	11,987
Sales Turnover	2,214	2,128	1,995	2,236	2,564	2,227



< Based on Statistics>

- 1) Company of 10 more work
- 2) Wholesale & retail are not included



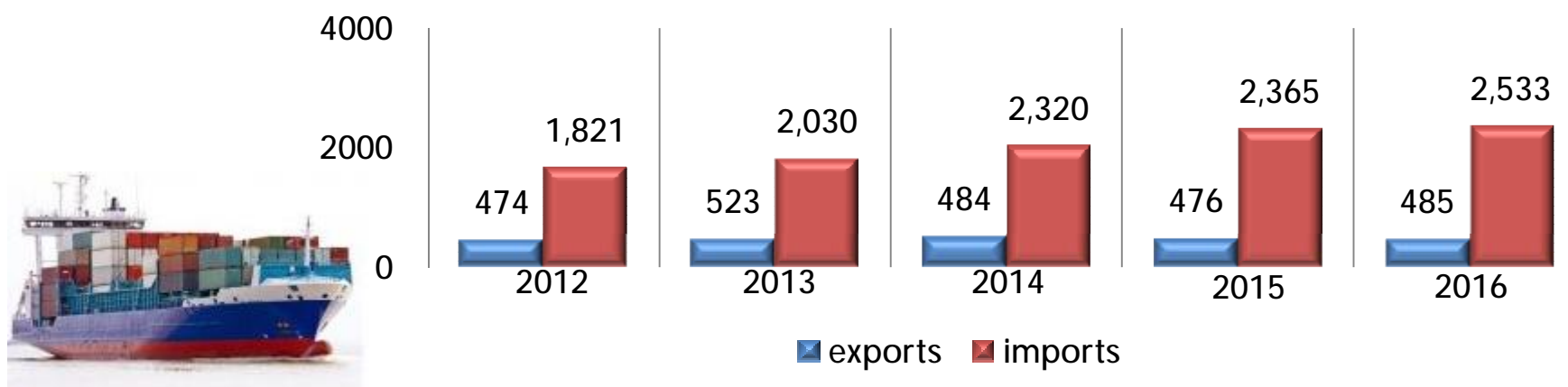
# 2<sub>-1</sub>

## Korean Footwear Export & Import

[Item Classification]

<Unit:USD million>

HSCODE	2012		2013		2014		2015		2016	
	exports	Imports	exports	Imports	exports	Imports	exports	Imports	exports	imports
HSK6401	2	32	2	35	2	28	2	20	2	21
HSK6402	37	465	42	519	28	558	27	579	25	552
HSK6403	87	651	91	710	82	848	78	900	74	888
HSK6404	23	514	29	553	28	661	30	632	33	825
HSK6405	9	17	13	19	17	20	18	15	20	17
HSK6406	318	141	346	194	328	206	322	219	331	230
Total	474	1,821	523	2,030	484	2,320	476	2,365	485	2,533



## 2<sub>-2</sub>

# Korean Footwear Export & Import



Korea Footwaer Main Trading Partners - 2016



No	Export		Import	
	Nation	million USD	Nation	Million USD
1	China	118	China	1,102
2	Vietnam	114	Vietnam	628
3	Japan	70	Indonesia	290
4	Indonesia	52	Italy	256
5	USA	25	India	28

# 3

## Korean Footwear Industry

<Unit:USD million>

Classification	Enterprise Name	Total sales in 2016	Technical strength	Products
OEM shoes enterprise	CHANG SIN(Nike)	1,061	World class level	
	TAE KWANG(Nike)	1,369		
Brand shoes enterprise	PRO-SPECS / LSNETWORKS	294	Pursuing of world class level	 
	FILA KOREA	268		
	LECAF	264		
	Treksta	52		
	Vitro	51		
Materials & components enterprise	JEONG SAN INTERNATIONAL	204	World class level	
	DONG SEONG CHEMICAL	112		



# 4

## Sports Brand Market

<Unit : USD Million>

	Company Name	2015 Sales	2016Sales	Change(%)	Brand
1	Adidas Korea	803	878	9.5%	Adidas
2	Nike Korea	737	615	-16.5%	NIKE
3	DESCENTE Korea	581	596	2.6%	DESCENTE
4	E-LAND(newblance)	384	395	2.8%	Newblance
5	LS Networks(fashion)	356	294	-17.4%	Prospects
6	FILA korea(domestic)	310	268	-13.5%	FILA
7	Hwaseung(sports)	211	264	25.1%	Lecaf
8	ASICS Korea	191	163	-14.6%	ASICS





# 5

## Outdoor Brand Market

<Unit : USD Million>

	Company Name(Brand)	2014 Sales	2015 Sales	2016 Sales	Change(%)
1	KOLON INDUSTRIES - Fashion Division	1,118	1,031	998	-3.2%
2	Blackyak	588	531	370	-30.3%
3	Youngone -outdoor	476	340	342	0.5%
4	K2 Korea	360	328	279	-14.9%
5	MILLET	274	234	185	-20.9%
6	KOLPING	133	119	104	-12.6%
7	THE RED FACE	104	95	87	-8.4%
8	Treksta	100	93	51	-45.1%



# 6

## Dress Brand Market

<Unit : USD Million>

	Brand	2015 Sales	2016 Sales	Company	Remarks
1	KUM KANG	268	280	KumKang Co.,	Since 1954
2	Esquire	53	80	Hyungji Co.,	Since 1957
3	Elacanto	45	48	E-Land Group	Since 1961





7<sub>-1</sub>

# *Korean Retail Market*



*SHINSEGAE*  
department store  
[www.shinsega.com](http://www.shinsega.com)



*LOTTE*  
department store  
[store.lotteshopping.com](http://store.lotteshopping.com)



*HYUNDAI*  
department store  
[www.ehyundai.com](http://www.ehyundai.com)



*E-MART*  
Shopping  
[store.emart.com](http://store.emart.com)



*HOME PLUS*  
Shopping  
[corporate.homeplus.co.kr](http://corporate.homeplus.co.kr)



*ABC MART*  
Shoe multi store  
[www.abcmart.co.kr](http://www.abcmart.co.kr)

&lt;Unit : USD Million&gt;

Company Name	2015 Sales	2016 sales	Classify
Lotte Shopping Co., Ltd	26,076	21,567	Major Retailer
E-mart Inc,	12,211	10,211	“
Home Plus	6,040	5,799	“
Shinsegae Co., Ltd	1,304	1,443	“
Hyundai Department Store Co., Ltd	1,483	1,203	“
ABC Mart Korea Co., Ltd	355	380	Shoe Multi Store
CJ O Shopping Co., Ltd	2,066	1,938	Home Shoping
GS Home Shopping Inc	1,004	935	“

SHOPPING

DEPARTMENT STORE



## *General Statistics*

### *Korean Footwear Industry*

The Korean footwear industry has experienced a great development and a process of change with a long history. As a result, Busan has continued to play a central role in Korea's leading footwear industry and also improved its ability to develop our footwear industry to the highest level in the world.

The changes in the paradigm of the global footwear industry have had many impacts on production, materials, sales, consumption and fashion. In accordance with the trend of the world, Korea has made a lot of efforts to equip the footwear industry with global competitiveness. We have continued to develop high-tech footwear materials which is considered one of the most important things. In addition, we have pursued a variety of marketing tools to ensure global competitiveness and have also made efforts to educate footwear manpower.



## *General Statistics*

### *Korean Footwear Industry*

Meantime, in order to overcome the high wages of workers, Korea has established footwear production bases in China, Indonesia and Vietnam. As a result, Korean footwear companies that went abroad in advance have grown as a global footwear company that has not only price competitiveness but also quality and technological competitiveness.

The vision of the Korean footwear industry is clear. It is our goal to continue the tradition of long footwear industry. In order to promote this, we are paying great attention to the field of technology development appropriate to our environment. Perhaps in the near future, the automation system of production machinery will create conditions for producing various footwear in Korea.

We have excellent footwear technicians and there are many people who are studying the development of the footwear industry. Their great help and concern will be the key to success in achieving the goals of the Korean footwear industry.





# Thank You !



## **Korean Footwear Industries Association**

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