

38th IFC / Guangzhou in China

Korea Footwear Industry Report



Korean Footwear Industries Association



100 years of tradition

History of Korean footwear industry



1919

Introduction
of industry

Korea's
first
rubber shoes
Production
Technology



1940~1960

Technology
development

The
Development
of Domestic
Shoe
Manufacturing
Technology



1970~1980

Industrial
development

The Role of
the world
In the
Production of
sports shoes

Conveyer
System



1990

Overseas
investment

Move
Production
bases overseas
To avoid high
wages



2000~2019

Global
cooperation

Global Network

China
Vietnam
Indonesia
North Korea

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Korea Footwear Industry

Manufacturing Statistics

< Based on Statistics >
: Company of 10 more work

Classification	2013	2014	2015	2016	2017	Average
Company	537	517	486	493	467	500
Workers	11,977	11,685	11,691	11,538	10,878	11,553

Footwear-related companies

Classification	2013	2014	2015	2016	2017
Mnnufacture company	537	517	486	493	467
wholesale & Retail	13,390	13,921	13,643	13,362	13,421
Total	14,527	14,438	14,129	14,155	13,888

Korea Footwear Export & Import

Item Classification

<Unit:USD million>

HSCODE	2014		2015		2016		2017		2018	
	exports	Imports	exports	Imports	exports	imports	exports	imports	exports	imports
HSK6401	2	28	2	20	2	21	2	23	2	27
HSK6402	28	558	27	579	25	552	29	648	50	767
HSK6403	82	848	78	900	74	888	74	974	89	1,089
HSK6404	28	661	30	632	33	825	63	900	85	1,058
HSK6405	17	20	18	15	20	17	16	20	13	29
HSK6406	328	206	322	219	331	230	298	226	268	224
Total	484	2,320	476	2,365	485	2,533	484	2,794	507	3,194

Korea Footwear Export & Import

Korea Footwear Main Trading Partners - 2018

<Unit:USD million>

No	Export		Import	
	Nation	million USD	Nation	million USD
1	China	140	China	1,195
2	Vietnam	109	Vietnam	966
3	Japan	65	Italy	401
4	USA	56	Indonesia	320
5	Indonesia	37	India	45
6	HongKong	15	Cambodia	33
7	Thailand	9	Myanmar	28
8	Myanmar	8	Spain	27
9	UK	7.5	Thailand	23.2
10	Germany	6.5	Germany	23

3₋₁ Korea Footwear Industry –Global Company



GLOBAL representative Korean footwear company

International division production system

Company	Products	Factory Location
TAEKWANG	NIKE	Korea, China,Vietnam, Indonesia
CHANGSIN	NIKE	Korea, China, Vietnam, Indonesia
HWASEUNG	ADIDAS,REEBOK	Vietnam, Indonesia
PARKLAND	ADIDAS, NEWBLANCE	Indonesia



TAEKWANG



CHANGSIN



HWASEUNG



PARKLAND

3₋₂ Korea Footwear Industry – Internal Company

INTERNAL representative Korean footwear company

domestic sales – made in Korea

Company	Products	Factory Location
TREKSTA	Treksta	Korea
SAMDUK TONGSANG	OEM(outdoor etc)	Korea, Vietnam
HAKSAN VITRO	VITRO	Korea, Vietnam
HANYOUNG	Shoes Material	Korea,Vietnam, Indonesia



TREKSTA



SAMDUK TONGSANG



HAKSAN VITRO



HANYOUNG

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Korea Footwear Sales Product Category

Footwear classification by domestic sales type



Market Analysis by Product Type in Korea

Classification	Production and enterprise	Sales Market Analysis
Dress	<ul style="list-style-type: none"> ○ Kumkang ○ Esquire ○ Elcanto ○ Mook, Soda, Tandy, Vainer 	<ul style="list-style-type: none"> ○ Domestic brand popularity ○ Import luxury shoes also form a big market ○ Department stores sell high-priced imported shoes ○ Kumkang nationwide network of branches : 400
Sports	<ul style="list-style-type: none"> ○ Global brand (Nike, Adidas, N/B,ASICS, DESCENTE etc.,) ○ Korean brand (FILA,Prospects,VITRO,Lecaf,Kantukan etc.,) 	<ul style="list-style-type: none"> ○ The largest market item in Korea ○ Big 2 brand (Nike, Adidas) ○ 80% of domestic kids market is overseas sports brand ○ Increase of sports activity in life ○ The recent rise in golf market
Outdoor	<ul style="list-style-type: none"> ○ KOLON, K2,BLACKYARK,MILET,TREKSTA etc.,) 	<ul style="list-style-type: none"> ○ The second largest market in the world ○ Changing from outdoor to lifestyle
Specialized	<ul style="list-style-type: none"> ○ Safety Boot ○ Nurse shoes ○ Military Boots ○ and Leisure shoes 	<ul style="list-style-type: none"> ○ Industrial safety supply ○ Legal obligation to use ○ The safety market is also a relatively large market

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Korea Footwear Markets



Domestic distribution Channel market share

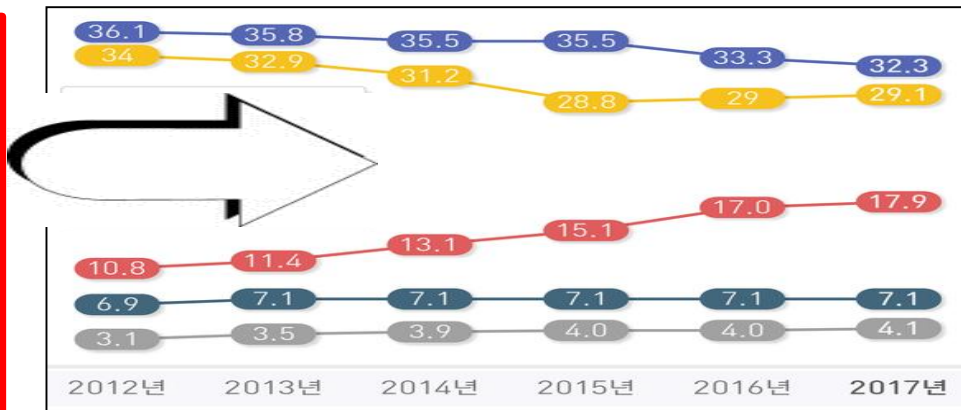
Department stores and complex shopping malls

Offline Retail

Internet shopping

Large scale mart

Home Shopping



Korea Footwear Markets

Classification	seller	Sales market	Shoe store
Department store	LOTTE SHINSEGAE HYUNDAI E-MART HOME PLUS	<ul style="list-style-type: none"> ○ High-end luxury shoes ○ Imported luxury brand ○ All kind of shoes sale ○ The Best Advantages of Brand Promotion 	
Shoes Multi shop	ABC-MART Shoemaker LesMore Foot marker E-LAND Folder	<ul style="list-style-type: none"> ○ Sports Shoes Categories ○ The Fastest Growing Market ○ Young Fashion Culture Space ○ 600 Stores in Korea ○ Athleisure Look & Wellness trend 	
On-line & TV home shopping	Internet mall CJ-O shopping Hyundai home shopping GS home shopping Lotte home shopping NS home shopping	<ul style="list-style-type: none"> ○ All kind of shoes sale ○ Purchasing and distribution advantages 	
Traditional market	1,400 complexes nationwide	<ul style="list-style-type: none"> ○ Most low-priced imported shoes ○ All kind of shoes sale 	

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Now & future of Korean Footwear Industry

Activities for Promoting the Korean Footwear Industry



History

Korean Footwear History Museum

Opened in February 2018



Business

Global Footwear Network MOU

Joined June 2018



Eco-friendly workplace

Footwear company support building

Opened in November 2018



Pride

Meetings of Korean footwearmen

Since 2010



Global promotion

International Footwear Exhibition

Held every year in Busan

Problems and Countermeasures of the Korean Footwear Industry

R & D

Shortening manufacturing process
New materials and technology development
Start-up support

Manpower

Aging of skilled engineers
Future Footwear Expert Training
Global Business man Training

What to do ?

Innovation

Overcome the high wages
Innovative Production System
Produce high value-added products
Automation system operation

Net-work

Exchange and cooperation
Creating a system that develops together



October 4, 2018 BUSAN

Global Korean footwear entrepreneur's annual meeting event

Thank You !

谢谢您

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