Consumer Appliances in South Korea

Market Direction | 2022-11-29 | 126 pages | Euromonitor

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Report description:

In 2022, retail volume growth of consumer appliances is expected to see a slowdown, as some consumers are prioritising purchases other than consumer appliances amidst economic downturn. The sharp surge in inflation and interest rates due to the global logistics crisis and the war in Ukraine war are leading to a more uncertain economic outlook, denting consumer confidence. As of August 2022, consumer inflation was at 6%, having surged from less than 3% in 2021 and less than 1% in 2020.

Euromonitor International's Consumer Appliances in South Korea report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
* Get a detailed picture of the Consumer Appliances market;
* Pinpoint growth sectors and identify factors driving change;
* Understand the competitive environment, the market's major players and leading brands;
* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Consumer Appliances in South Korea
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List Of Contents And Tables

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