

Home Care in South Korea

Market Direction | 2023-01-30 | 66 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

Heightened hygiene since the pandemic in South Korea continued to drive up demand for many home care products in 2022. Although the threat of COVID-19 was starting to wane in 2022, the country continued to experience significant numbers of new infections and hundreds of deaths. Accordingly, the local government retained stricter regulations in 2022 compared to many other countries, including wearing a face mask in public and compulsory home quarantine for infected citizens, in addition to mandat...

Euromonitor International's Home Care in South Korea market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- * Get a detailed picture of the Home Care 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Home Care in South Korea
Euromonitor International
May 2023

List Of Contents And Tables

HOME CARE IN SOUTH KOREA

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 Households 2017-2022

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2017-2022

Table 3 Sales of Home Care by Category: % Value Growth 2017-2022

Table 4 NBO Company Shares of Home Care: % Value 2018-2022

Table 5 LBN Brand Shares of Home Care: % Value 2019-2022

Table 6 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 7 Distribution of Home Care by Format: % Value 2017-2022

Table 8 Distribution of Home Care by Format and Category: % Value 2022

Table 9 Forecast Sales of Home Care by Category: Value 2022-2027

Table 10 □Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN SOUTH KOREA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Heightened interest in personal hygiene continues to drive demand for laundry care in 2022

Tablets continue to gain in popularity as convenient detergent type

Specific functionality in terms of eliminating odours and bacteria drives innovation by players

PROSPECTS AND OPPORTUNITIES

Consumers will continue to shift towards more convenient laundry care options

How to differentiate from competitors presents a challenge for many players

Eco-friendly aspects will become increasingly important in attracting consumers

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2017-2022

CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2017-2022

Table 13 Sales of Laundry Care by Category: % Value Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 14 Sales of Laundry Aids by Category: Value 2017-2022

Table 15 Sales of Laundry Aids by Category: % Value Growth 2017-2022

Table 16 Sales of Laundry Detergents by Category: Value 2017-2022

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2017-2022

Table 18 NBO Company Shares of Laundry Care: % Value 2018-2022

Table 19 LBN Brand Shares of Laundry Care: % Value 2019-2022

Table 20 □NBO Company Shares of Laundry Aids: % Value 2018-2022

Table 21 □LBN Brand Shares of Laundry Aids: % Value 2019-2022

Table 22 □NBO Company Shares of Laundry Detergents: % Value 2018-2022

Table 23 □LBN Brand Shares of Laundry Detergents: % Value 2019-2022

Table 24 □Forecast Sales of Laundry Care by Category: Value 2022-2027

Table 25 □Forecast Sales of Laundry Care by Category: % Value Growth 2022-2027

DISHWASHING IN SOUTH KOREA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Further penetration of dishwashers and home cooking help drive up demand for automatic dishwashing

Safety with eco-friendly ingredients critical to further developing dishwashing

Retail e-commerce and hypermarkets as major distribution channels

PROSPECTS AND OPPORTUNITIES

Price expected to be most important factor influencing consumers' purchasing decisions

Further sales for established hand dishwashing despite the ongoing penetration of dishwashers

Demand for eco-friendly packaging and ingredients likely to strengthen

CATEGORY INDICATORS

Table 68 Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 69 Sales of Dishwashing by Category: Value 2017-2022

Table 70 Sales of Dishwashing by Category: % Value Growth 2017-2022

Table 71 NBO Company Shares of Dishwashing: % Value 2018-2022

Table 72 LBN Brand Shares of Dishwashing: % Value 2019-2022

Table 73 Forecast Sales of Dishwashing by Category: Value 2022-2027

Table 74 Forecast Sales of Dishwashing by Category: % Value Growth 2022-2027

SURFACE CARE IN SOUTH KOREA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Heightened hygiene awareness continues to drive demand for surface care

Consumers demand convenience and quick results, driving sales of multi-purpose options

Increasing demand for eco-friendly and safe ingredients with proven effects

PROSPECTS AND OPPORTUNITIES

Higher demand for surface care in line with habit persistence and hygiene awareness

Increasing pet population could create new product category within surface care

Further shift from offline to online distribution

CATEGORY DATA

Table 26 Sales of Surface Care by Category: Value 2017-2022

Table 27 Sales of Surface Care by Category: % Value Growth 2017-2022

Table 28 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2017-2022

Table 29 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2017-2022

Table 30 NBO Company Shares of Surface Care: % Value 2018-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 31 LBN Brand Shares of Surface Care: % Value 2019-2022

Table 32 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2018-2022

Table 33 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2022

Table 34 Forecast Sales of Surface Care by Category: Value 2022-2027

Table 35 □Forecast Sales of Surface Care by Category: % Value Growth 2022-2027

BLEACH IN SOUTH KOREA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Bleach, traditionally popular disinfectant, experiences slower volume growth in 2022

Yuhan Clorox retains dominance of bleach but private label remains popular

Different home care products used as substitutes for bleach

PROSPECTS AND OPPORTUNITIES

Demand for bleach set to stabilise over forecast period but remain above pre-pandemic levels

Bleach driven by price-sensitive consumers searching for economical options

Stronger demand likely to be driven by industry

CATEGORY DATA

Table 36 Sales of Bleach: Value 2017-2022

Table 37 Sales of Bleach: % Value Growth 2017-2022

Table 38 NBO Company Shares of Bleach: % Value 2018-2022

Table 39 LBN Brand Shares of Bleach: % Value 2019-2022

Table 40 Forecast Sales of Bleach: Value 2022-2027

Table 41 Forecast Sales of Bleach: % Value Growth 2022-2027

TOILET CARE IN SOUTH KOREA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers still attach great importance to toilet care in South Korea

Toilet care remains highly consolidated in 2022

Blurring of lines between toilet care and bathroom cleaners

PROSPECTS AND OPPORTUNITIES

Products must offer cleaning power and convenience of use

Eco-friendly positioning to become increasingly important but cleaning power essential

Prolonged purchase cycle for toilet care in line with increasing penetration of bidets in South Korea

CATEGORY DATA

Table 42 Sales of Toilet Care by Category: Value 2017-2022

Table 43 Sales of Toilet Care by Category: % Value Growth 2017-2022

Table 44 NBO Company Shares of Toilet Care: % Value 2018-2022

Table 45 LBN Brand Shares of Toilet Care: % Value 2019-2022

Table 46 Forecast Sales of Toilet Care by Category: Value 2022-2027

Table 47 Forecast Sales of Toilet Care by Category: % Value Growth 2022-2027

POLISHES IN SOUTH KOREA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Stronger decline for furniture polish in South Korea

Shoe polish negatively impacted by increasing casualisation trend

Leading player Malpyo continues to suffer subdued sales for its shoe polish

PROSPECTS AND OPPORTUNITIES

Continuous drop in demand expected for polishes over the forecast period

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Convenient and alternative formats offer competition
Competitive landscape likely to remain highly consolidated amongst incumbent players

CATEGORY DATA

Table 48 Sales of Polishes by Category: Value 2017-2022
Table 49 Sales of Polishes by Category: % Value Growth 2017-2022
Table 50 NBO Company Shares of Polishes: % Value 2018-2022
Table 51 LBN Brand Shares of Polishes: % Value 2019-2022
Table 52 Forecast Sales of Polishes by Category: Value 2022-2027
Table 53 Forecast Sales of Polishes by Category: % Value Growth 2022-2027

AIR CARE IN SOUTH KOREA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Air care popular for creating relaxing home environment, but safety issues are emerging
Competition intensifies as new air care products are launched in 2022
Increasing interest in car air fresheners in South Korea

PROSPECTS AND OPPORTUNITIES

Local interest in air care to further increase, supporting positive performance over the forecast period
Premiumisation of air care as perceived safe and natural products likely to find favour with local consumers
All-in-1 function air care likely to gain in popularity

CATEGORY DATA

Table 54 Sales of Air Care by Category: Value 2017-2022
Table 55 Sales of Air Care by Category: % Value Growth 2017-2022
Table 56 Sales of Air Care by Fragrance: Value Ranking 2020-2022
Table 57 NBO Company Shares of Air Care: % Value 2018-2022
Table 58 LBN Brand Shares of Air Care: % Value 2019-2022
Table 59 Forecast Sales of Air Care by Category: Value 2022-2027
Table 60 Forecast Sales of Air Care by Category: % Value Growth 2022-2027

HOME INSECTICIDES IN SOUTH KOREA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Falling demand due to prolonged summer with unusually high temperatures
Electric and spray/aerosol insecticides most popular formats but chemophobia is impacting demand
Players attempt to emphasise convenience and safety as part of new product development

PROSPECTS AND OPPORTUNITIES

Further drop in demand expected for home insecticides over the forecast period
Demand for safer products is expected to steadily grow
Reinforced standards introduced by Ministry of Environment to enhance safety

CATEGORY DATA

Table 61 Sales of Home Insecticides by Category: Value 2017-2022
Table 62 Sales of Home Insecticides by Category: % Value Growth 2017-2022
Table 63 Sales of Spray/Aerosol Insecticides by Type: % Value 2017-2022
Table 64 NBO Company Shares of Home Insecticides: % Value 2018-2022
Table 65 LBN Brand Shares of Home Insecticides: % Value 2019-2022
Table 66 Forecast Sales of Home Insecticides by Category: Value 2022-2027
Table 67 Forecast Sales of Home Insecticides by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Home Care in South Korea

Market Direction | 2023-01-30 | 66 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com