

Home Improvement in South Korea

Market Direction | 2023-05-23 | 20 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Home improvement in South Korea saw marginal current value growth in 2022 compared with the previous year, despite falling value sales at constant 2022 prices. Nevertheless, sales remained higher than the pre-pandemic (2019) level by both measures. Due to inflation and price pressures, South Korean consumers chose not to undertake major discretionary expenditure in 2022, which dampened demand for home improvement categories such as bathroom and sanitaryware, wooden flooring, etc. However, curren...

Euromonitor International's Home Improvement in South Korea report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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 Improvement 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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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:

Home Improvement in South Korea
Euromonitor International
June 2023

List Of Contents And Tables

HOME IMPROVEMENT IN SOUTH KOREA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth in home improvement a result of increased DIY

Cordless power tools increases, while corded counterpart struggles

Brands introduce technology in home improvement

PROSPECTS AND OPPORTUNITIES

Home improvement set to see marginal growth over the forecast period

Kitchen sinks to grow due to greater importance of kitchens in the home

CATEGORY DATA

Table 1 Sales of Home Improvement by Category: Value 2017-2022

Table 2 Sales of Home Improvement by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Home Improvement: % Value 2018-2022

Table 4 LBN Brand Shares of Home Improvement: % Value 2019-2022

Table 5 Distribution of Home Improvement by Format: % Value 2017-2022

Table 6 Forecast Sales of Home Improvement by Category: Value 2022-2027

Table 7 Forecast Sales of Home Improvement by Category: % Value Growth 2022-2027

HOME AND GARDEN IN SOUTH KOREA

EXECUTIVE SUMMARY

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 8 Sales of Home and Garden by Category: Value 2017-2022

Table 9 Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Home and Garden: % Value 2018-2022

Table 11 LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 12 Penetration of Private Label in Home and Garden by Category: % Value 2017-2022

Table 13 Distribution of Home and Garden by Format: % Value 2017-2022

Table 14 Distribution of Home and Garden by Format and Category: % Value 2022

Table 15 Forecast Sales of Home and Garden by Category: Value 2022-2027

Table 16 Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

DISCLAIMER

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Home Improvement in South Korea

Market Direction | 2023-05-23 | 20 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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="2025-05-12"/>
		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