

Consumer Electronics in South Korea

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Report description:

With the full lifting of COVID-19-related social distancing measures through 2022 and 2023, and consumers therefore drastically reducing the amount of time spent at home, the retail volume growth rate of overall consumer electronics in South Korea slowed considerably in 2022 compared with the rapid growth seen during the pandemic, and this lower rate of growth is set to be maintained in 2023. The fact that many consumers had already invested in replacing consumer electronics during the worst COV...

Euromonitor International's Consumer Electronics in South Korea report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, 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, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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 Electronics 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.

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Economic uncertainties drive volume decline for computers and peripherals

Paperless trend on campuses drives demand for tablets amongst students

Xiaomi launches a budget tablet, Redmi Pad, in South Korea

PROSPECTS AND OPPORTUNITIES

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Foldable technology to be applied to laptops, tablets and monitors

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Built-in systems and smartphones replace in-car entertainment aftermarket sales

"Connected car" accelerates the development of built-in infotainment, negatively impacting aftermarket sales

LG Display introduces an "invisible" speaker, bringing about evolution of in-car speaker design, which will negatively impact in-car speakers

PROSPECTS AND OPPORTUNITIES

In-car entertainment volume sales to constantly decline, replaced by built-in technology and smartphones

Aftermarket platforms will put less focus on in-car entertainment and more on exterior tuning

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Samsung and LG continue to expand their shares, while imported brands decline

Specialists remain dominant as consumers appreciate the in-store experience

PROSPECTS AND OPPORTUNITIES

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Telecommunications companies join the competition with soundbar-combined set-top boxes

Gen Z shift from traditional home entertainment to mobile content remains a hurdle to the growth of home audio and cinema

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LG launches a new portable TV to tap into the expanding number of campers

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DSLR cameras loses sales, while mirrorless cameras performs better

Retro digital cameras gain niche popularity amongst gen Z

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No positive indicators to suggest the rebound of digital cameras

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Manufacturers increasingly focus on B2B business, as the B2C market is reaching maturity

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Leading manufacturers set to push premium smartphones

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 Audio companies to launch new TWS earbuds to address consumers? rising demand for audio quality
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