

## **Home Laundry Appliances in South Korea**

Market Direction | 2023-12-06 | 40 pages | Euromonitor

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### **Report description:**

Demand for home laundry appliances is growing in 2023 following a marginal dip in retail volume sales the previous year. The category's performance is mainly attributed to a significant increase in demand for automatic dryers, while retail volume sales of automatic washing machines are falling, albeit remaining higher than pre-pandemic levels. Retail volume sales of automatic dryers were already experiencing double-digit growth rates prior to 2020, with the marginal drop in 2022 due to economic...

Euromonitor International's Home Laundry 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Automatic Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-in Home Laundry Appliances, Freestanding Home Laundry Appliances, Semi-Automatic Washing Machines.

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 Laundry 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.

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reliable information resources to help drive informed strategic planning.

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