

## **Home Improvement in South Korea**

Market Direction | 2024-06-03 | 21 pages | Euromonitor

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### **Report description:**

Home improvement in South Korea maintained dynamic current value growth in 2023, with a double-digit increase, maintaining the trend seen for the previous two years. Bathroom and sanitaryware maintained strong growth in home improvement in 2023, due to the increased focus on home aesthetics and functionality, driven by the trend of spending more time at home since the pandemic, and the desire for comfortable and stylish living spaces. As consumers in South Korea turned their attention towards en...

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 2028 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

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**Table of Contents:**

Home Improvement in South Korea  
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List Of Contents And Tables

HOME IMPROVEMENT IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Preference for functionality boosts growth in bathroom and sanitaryware  
Decorative paint increases in 2023 due to a rise in DIY projects  
Increased demand for stylish flooring leads to continued growth for floor covering

PROSPECTS AND OPPORTUNITIES

Hardware forecast to see dynamic growth in South Korea due to growth via retail e-commerce  
Hand tools set to grow over the forecast period due to increasing urbanisation

CATEGORY DATA

- Table 1 Sales of Home Improvement by Category: Value 2018-2023
- Table 2 Sales of Home Improvement by Category: % Value Growth 2018-2023
- Table 3 NBO Company Shares of Home Improvement: % Value 2019-2023
- Table 4 LBN Brand Shares of Home Improvement: % Value 2020-2023
- Table 5 Distribution of Home Improvement by Format: % Value 2018-2023
- Table 6 Forecast Sales of Home Improvement by Category: Value 2023-2028
- Table 7 Forecast Sales of Home Improvement by Category: % Value Growth 2023-2028

HOME AND GARDEN IN SOUTH KOREA

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for home and garden?

MARKET DATA

- Table 8 Sales of Home and Garden by Category: Value 2018-2023
- Table 9 Sales of Home and Garden by Category: % Value Growth 2018-2023
- Table 10 NBO Company Shares of Home and Garden: % Value 2019-2023
- Table 11 LBN Brand Shares of Home and Garden: % Value 2020-2023
- Table 12 Penetration of Private Label in Home and Garden by Category: % Value 2018-2023
- Table 13 Distribution of Home and Garden by Format: % Value 2018-2023
- Table 14 Distribution of Home and Garden by Format and Category: % Value 2023
- Table 15 Forecast Sales of Home and Garden by Category: Value 2023-2028
- Table 16 Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

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## SOURCES

### Summary 1 Research Sources

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