

Home Laundry Appliances in South Korea

Market Direction | 2025-01-15 | 41 pages | Euromonitor

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Report description:

Major appliances in South Korea, which saw a significant surge in sales during the COVID-19 pandemic, began to experience a sharp decline from 2022, as demand had been brought forward. In addition, sales were affected by rising inflation and economic uncertainty. As consumers became more price-sensitive, many cut back on purchasing non-essential major appliances, causing a noticeable downturn in demand. However, home laundry appliances is set to show more resilience compared with other categorie...

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 2020-2024, 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 2029 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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Table of Contents:

Home Laundry Appliances in South Korea

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List Of Contents And Tables

HOME LAUNDRY APPLIANCES IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Resilient volume demand for automatic dryers amidst decline for overall home laundry appliances

LG and Samsung both introduce all-in-one washer dryers

Physical channels remain dominant, while retail e-commerce gains significance

PROSPECTS AND OPPORTUNITIES

Solid growth expected during the forecast period, with advances in technology

Unit price of automatic dryers expected to drop in the forecast period with the rise of single households

Top-loading washing machines expected to maintain demand

CATEGORY DATA

Table 1 Sales of Home Laundry Appliances by Category: Volume 2019-2024

Table 2 Sales of Home Laundry Appliances by Category: Value 2019-2024

Table 3 Sales of Home Laundry Appliances by Category: % Volume Growth 2019-2024

Table 4 Sales of Home Laundry Appliances by Category: % Value Growth 2019-2024

Table 5 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2019-2024

Table 6 Sales of Automatic Washing Machines by Format: % Volume 2019-2024

Table 7 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2019-2024

Table 8 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2020-2024

Table 9 NBO Company Shares of Home Laundry Appliances: % Volume 2020-2024

Table 10 LBN Brand Shares of Home Laundry Appliances: % Volume 2021-2024

Table 11 Distribution of Home Laundry Appliances by Format: % Volume 2019-2024

Table 12 Production of Home Laundry Appliances: Total Volume 2019-2024

Table 13 Forecast Sales of Home Laundry Appliances by Category: Volume 2024-2029

Table 14 Forecast Sales of Home Laundry Appliances by Category: Value 2024-2029

Table 15 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2024-2029

Table 16 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2024-2029

CONSUMER APPLIANCES IN SOUTH KOREA

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 17 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

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Table 18 Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

Table 19 Sales of Consumer Appliances by Category: Volume 2019-2024

Table 20 Sales of Consumer Appliances by Category: Value 2019-2024

Table 21 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 22 Sales of Consumer Appliances by Category: % Value Growth 2019-2024

Table 23 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024

Table 24 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024

Table 25 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024

Table 26 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024

Table 27 □Sales of Small Appliances by Category: Volume 2019-2024

Table 28 □Sales of Small Appliances by Category: Value 2019-2024

Table 29 □Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 30 □Sales of Small Appliances by Category: % Value Growth 2019-2024

Table 31 □NBO Company Shares of Major Appliances: % Volume 2020-2024

Table 32 □LBN Brand Shares of Major Appliances: % Volume 2021-2024

Table 33 □NBO Company Shares of Small Appliances: % Volume 2020-2024

Table 34 □LBN Brand Shares of Small Appliances: % Volume 2021-2024

Table 35 □Distribution of Major Appliances by Format: % Volume 2019-2024

Table 36 □Distribution of Small Appliances by Format: % Volume 2019-2024

Table 37 □Forecast Sales of Consumer Appliances by Category: Volume 2024-2029

Table 38 □Forecast Sales of Consumer Appliances by Category: Value 2024-2029

Table 39 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029

Table 40 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029

Table 41 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029

Table 42 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029

Table 43 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029

Table 44 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029

Table 45 □Forecast Sales of Small Appliances by Category: Volume 2024-2029

Table 46 □Forecast Sales of Small Appliances by Category: Value 2024-2029

Table 47 □Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

Table 48 □Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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