

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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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

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