

Refrigeration Appliances in South Korea

Market Direction | 2025-01-15 | 44 pages | Euromonitor

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Report description:

Refrigeration appliances in South Korea experienced declines in both retail current value and volume terms in 2022 and 2023, and this is set to continue in 2024. Although the rate of decline is expected to slow in 2024 compared with the previous year, the category continues to face challenges due to the ongoing economic downturn. In addition, during COVID-19 there was a significant increase in the number of consumers investing in refrigeration appliances to improve their home environment, result...

Euromonitor International's Refrigeration 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: Built-in Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Refrigeration 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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Euromonitor International
January 2025

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REFRIGERATION APPLIANCES IN SOUTH KOREA

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Retail value and volume sales decline for three consecutive years
Premium refrigeration appliances featuring AI technology being launched
Polarisation between the premium and economy segments continues

PROSPECTS AND OPPORTUNITIES

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Affordable refrigeration appliances for single-person households set to gain popularity
Trend of using kimchi refrigerators as multipurpose refrigerators likely to spread

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