

## **South Korea Home Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-06-01 | 120 pages | Mordor Intelligence

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### **Report description:**

South Korea Home Appliances Market Analysis

The South Korea home appliances market stands at USD 11.34 billion in 2025 and is forecast to reach USD 14.21 billion by 2030, advancing at a 4.62% CAGR. The expansion reflects a stable macroeconomic outlook, the rapid rise of one-person households, and aggressive public incentives for Grade-1 energy-efficient products. Urban consumers increasingly link appliance choice to lifestyle convenience, while rural buyers focus on durable, power-saving models that lower utility bills. AI integration into refrigerators, washers, and air treatment devices anchors premium pricing, whereas subscription plans and trade-in schemes shorten replacement cycles. Competitive pressure remains intense as Samsung and LG defend ecosystem leadership against low-cost challengers, especially Roborock in robot vacuums and Haier in washing machines. Online retail, bolstered by mobile payments and same-day logistics, is reshaping the entire South Korean home appliances market through price transparency, wide SKU availability, and customer reviews.

South Korea Home Appliances Market Trends and Insights

Rising Disposable Income and Urban Lifestyle Shifts

Stable wage growth and low unemployment keep discretionary spending resilient, allowing many families to upgrade to premium refrigerators, washers, and air conditioners. The Bank of Korea links 88% of monthly consumption changes to sentiment, signalling that appliance purchases hold steady even when GDP slows. Compact apartments dominate new housing, and 53.1% of

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households now live in apartments, encouraging demand for built-in, space-saving appliances. Samsung's Bespoke AI Combo washer-dryer sold 3,000 units in 12 days, underlining the appetite for multi-function units that reduce footprint. Higher electricity tariffs also make energy ratings a central buying criterion, supporting the South Korean home appliances market's migration toward Grade-1 models.

#### Expansion of E-Commerce & Quick-Commerce Logistics

Mobile transactions accounted for 71.2% of all online purchases in 2021, and home appliances represented 12.4% of those orders. Same-day delivery options now cover bulky goods thanks to upgraded fulfilment centres in the Seoul-Incheon logistics belt. Government support under the National Logistics Basic Plan (2021-2030) subsidises warehouse automation, letting retailers promise timed installations even for premium devices. The convenience of doorstep returns and digital financing accelerates repeat purchases and widens the South Korean home appliances market to rural districts that lack big-box outlets.

#### Category Saturation in Refrigerators & Washers

Penetration rates exceed 95% for both refrigerators and washing machines, leaving growth reliant on replacement demand. Longer product durability has extended turnover cycles to 12-15 years, depressing annual unit demand. Chinese brands such as Haier win a significant share of washing machine sales by offering competitive prices and solid reliability. Domestic players respond with AI-driven premium tiers, but these attract existing owners rather than first-time buyers, limiting overall volume expansion in the South Korea home appliances market.

Other drivers and restraints analyzed in the detailed report include:

Mandatory Grade-1 Energy-Efficiency Incentives / Growth of Single-Person Households Demands Compact Appliances / Rising Raw Material and Production Costs /

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

Refrigerators held 30% of 2024 revenue, confirming their role as the anchor product in the South Korean home appliances market. Samsung and LG have turned to dual-module cooling systems, custom door panels, and AI-powered freshness alerts to lift average selling prices and defend share. Electric rice cookers, rooted in dietary culture, post the fastest 5.5% CAGR through 2030 as makers introduce induction heating, grain-type recognition, and voice-assistant control. The premium sub-segment of cookers now accounts for a significant share of category sales, illustrating robust willingness to pay for advanced features. Mid-size appliances such as dishwashers and microwave-oven hybrids ride on compact kitchen layouts, while robot vacuums enjoy crossover growth through bundling with air-purification docks.

Continued innovation sustains category momentum. Refrigerators equipped with internal cameras send expiration alerts, and convertible compartments shift between freezer and fridge modes based on season. Rice cookers integrate NFC tags for recipe loading, appealing to younger users who value convenience. Health-centric buyers steer demand toward dehydrators, slow juicers, and air fryers, each benefiting from social media-driven cooking trends. As a result, the South Korean home appliances market size for small smart appliances is projected to climb steadily alongside major-appliance replacements.

South Korea Home Appliances Market is Segmented by Major Appliances (Refrigerators, Freezers, and More), Small Appliances (Vacuum Cleaners, Grills and Roasters, and More), and Distribution Channel (Multi-Brand Stores, Exclusive Brand Outlets, Online, and More), and by Geography (Chungcheong, Gangwon, Gyeonggi, Gyeongsang, Jeolla, and Jeju). The Market Forecasts are

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Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Samsung Electronics / LG Electronics / Winia Electronics (Daewoo) / Coway Co., Ltd. / SK Magic / Cuckoo Electronics / Whirlpool Corp. / Electrolux AB / Panasonic Corp. / BSH Hausgerate GmbH / Arcelik AS (Beko) / Dyson Ltd. / iRobot Corp. / Xiaomi Corp. (Mijia) / Midea Group / Haier Smart Home / Gorenje Group / Mitsubishi Electric Corp. / SHARP Corp. / Hitachi Global Life Solutions /

Additional Benefits:

The market estimate (ME) sheet in Excel format /  
3 months of analyst support /

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