

Microwaves in South Korea

December 2023

Table of Contents

Microwaves in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Two consecutive years of volume decline as consumers restrict expenditure during period of economic instability

Manufacturers are actively promoting multifunctional microwaves to boost sales

Food company Pulmuone launches microwave

PROSPECTS AND OPPORTUNITIES

Microwaves expected to experience stagnation over the forecast period

Increasing consumption of ready meals will help sustain microwaves

Microwave purchases via e-commerce set to further rise

CATEGORY DATA

Table 1 - Sales of Microwaves by Category: Volume 2018-2023

Table 2 - Sales of Microwaves by Category: Value 2018-2023

Table 3 - Sales of Microwaves by Category: % Volume Growth 2018-2023

Table 4 - Sales of Microwaves by Category: % Value Growth 2018-2023

Table 5 - Sales of Microwaves by Smart Appliances: % Volume 2019-2023

Table 6 - NBO Company Shares of Microwaves: % Volume 2019-2023

Table 7 - LBN Brand Shares of Microwaves: % Volume 2020-2023

Table 8 - Distribution of Microwaves by Format: % Volume 2018-2023

Table 9 - Production of Microwaves: Total Volume 2018-2023

Table 10 - Forecast Sales of Microwaves by Category: Volume 2023-2028

Table 11 - Forecast Sales of Microwaves by Category: Value 2023-2028

Table 12 - Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028

Table 13 - Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

Consumer Appliances in South Korea - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 14 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 15 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 16 - Sales of Consumer Appliances by Category: Volume 2018-2023

Table 17 - Sales of Consumer Appliances by Category: Value 2018-2023

Table 18 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 19 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 24 - Sales of Small Appliances by Category: Volume 2018-2023

Table 25 - Sales of Small Appliances by Category: Value 2018-2023

Table 26 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 27 - Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 28 - NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 29 - LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 30 - NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 31 - LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 32 - Distribution of Major Appliances by Format: % Volume 2018-2023
Table 33 - Distribution of Small Appliances by Format: % Volume 2018-2023
Table 34 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 35 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 36 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 37 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 42 - Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 43 - Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 44 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 45 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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