

# Refrigeration Appliances in South Korea

December 2023

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## Refrigeration Appliances in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Volume sales decline as economic downturn hinders growth  
LG strengthens leadership, with Samsung a close competitor  
Winia's Dimchae brand continues to lead fridges

#### PROSPECTS AND OPPORTUNITIES

Previous investments and economic uncertainty to subdue demand over early forecast period  
Energy-efficient refrigeration appliances to gain greater popularity  
Increase in single households to drive demand for built-in refrigeration appliances

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