



Consumer Electronics in South Korea

July 2023

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- LG Display introduces an “invisible” speaker, bringing about evolution of in-car speaker design, which will negatively impact in-car speakers

PROSPECTS AND OPPORTUNITIES

- In-car entertainment volume sales to constantly decline, replaced by built-in technology and smartphones
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- Specialists remain dominant as consumers appreciate the in-store experience

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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KEY DATA FINDINGS

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 Manufacturers increasingly focus on B2B business, as the B2C market is reaching maturity

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Portable Players in South Korea

KEY DATA FINDINGS

2023 DEVELOPMENTS

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- E-readers is under threat from mobile devices and web browsers
- With its strong presence in wireless speakers, KT Corp continues to lead portable players

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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PROSPECTS AND OPPORTUNITIES

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