

# Dishwashers in South Korea

December 2023

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## Dishwashers in South Korea - Category analysis

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Marginal retail volume decline due to high inflation rates and rising number of single- person households

Small dishwashers targeting smaller households gain momentum

SK Magic retains leadership of dishwashers, followed by LG Electronics

#### PROSPECTS AND OPPORTUNITIES

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Energy-efficient models to gain momentum as government applies energy efficiency grades to dishwashers

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