

Homewares in South Korea

June 2024

Table of Contents

Homewares in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dinnerware faces decline in 2023 as consumers opt to dine out
As consumers opt for durable items, food storage sees a decline
Shifting consumer habits lead to a decline for kitchen utensils

PROSPECTS AND OPPORTUNITIES

Shift to convenient lifestyles set to limit growth in beverageware
Ovenware forecast to struggle to achieve growth as consumers opt for convenience

CATEGORY DATA

- Table 1 - Sales of Homewares by Category: Value 2018-2023
- Table 2 - Sales of Homewares by Category: % Value Growth 2018-2023
- Table 3 - Sales of Homewares by Material: % Value 2018-2023
- Table 4 - NBO Company Shares of Homewares: % Value 2019-2023
- Table 5 - LBN Brand Shares of Homewares: % Value 2020-2023
- Table 6 - Distribution of Homewares by Format: % Value 2018-2023
- Table 7 - Forecast Sales of Homewares by Category: Value 2023-2028
- Table 8 - Forecast Sales of Homewares by Category: % Value Growth 2023-2028

Home and Garden in South Korea - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for home and garden?

MARKET DATA

- Table 9 - Sales of Home and Garden by Category: Value 2018-2023
- Table 10 - Sales of Home and Garden by Category: % Value Growth 2018-2023
- Table 11 - NBO Company Shares of Home and Garden: % Value 2019-2023
- Table 12 - LBN Brand Shares of Home and Garden: % Value 2020-2023
- Table 13 - Penetration of Private Label in Home and Garden by Category: % Value 2018-2023
- Table 14 - Distribution of Home and Garden by Format: % Value 2018-2023
- Table 15 - Distribution of Home and Garden by Format and Category: % Value 2023
- Table 16 - Forecast Sales of Home and Garden by Category: Value 2023-2028
- Table 17 - Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/homewares-in-south-korea/report.