

# Korean Home Furnishings Market: Size, Trends & Forecasts (2016-2020)

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## Abstracts

### Scope of the Report

The report titled “Korean Home Furnishings Market: Size, Trends & Forecasts (2016-2020)”, provides an in-depth analysis of the Korean home furnishings market. The report also gives an insight of the Korean home furnishings market by segments.

Furthermore, it includes the analysis of the Korean furnishing market by branding and distribution channels along with the key opportunities in the market.

Growth of the overall Korean housing furnishings market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends. The competition in the Korean home furnishings market is fragmented with numerous individual non-brand furniture makers accounting for a large proportion of the total market. But due to the changing consumers’ preferences and increasing penetration of the branded furniture makers by partnering with local furniture makers, the Korean home furnishings market is dominated by the three big players, Hanssem Co. Ltd, Hyundai Livart Furniture Co. Ltd and Enex Co. Ltd.

### Company Coverage

Hanssem Co. Ltd.

Hyundai Livart Furniture Co. Ltd.

Enex Co. Ltd.

## Executive Summary

The home furnishings refer to the category of products which occupy the physical ambience of a house and make it worthy to live in. The items of home furnishings include furniture, upholstery, carpets, bedding and wall coverings, and soft home furnishings such as bedspreads, linens, tablecloth, etc. The home furnishings market can be segmented into furniture market and home furniture accessories market. Home furnishings retailers include national chains and independent stores. The retailers over a time period change displays and product mix to reflect seasonal variations in demand of home furnishings.

The Korean home furnishings market is expected to increase at a significant CAGR during the years 2016-2020. The Korean home furnishings market is expected to increase due to growth in real demand for houses for living purpose than investment purpose, increased interest in cooking, growing housing market of Korea, rising supply of houses and increasing 1-2 member households, etc. Yet the market faces some challenges such as, volatile macro economic factors, oversupply of houses and increasing aging population.

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