

# DIY, Home Improvement and Garden Centres in South Korea

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## Abstracts

Sales of DIY, home improvement and garden centres decreased by 1% in value terms in 2011 due to consumers shifting to other retailers such as hypermarkets and variety stores. DIY, home improvement and garden centres is characterised by a large number of independent stores and they are not able to provide as much product variety as hypermarkets and variety stores. Hypermarkets and variety stores sell similar products or more types of products and they also offer discount benefits based on the...

Euromonitor International's DIY, Home Improvement and Garden Centres in South Korea report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Chained Forecourt Retailers, Independent Forecourt Retailers.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the DIY, Home Improvement and Garden Centres market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

February 2012

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Retailing Continues Positive Growth in 2011

Internet Retailing Shows Strong Performance With New Concepts

Grocery Presence Expands in Modern Grocery Retailers

Shinsegae Co Ltd Splits E-mart Business Unit in 2011

Overall Retailing Is Expected To Grow by 2016

Key Trends and Developments

Retailing Records Healthy Growth Thanks To Both Premium and Mass Channels

Social Commerce Creates A Sensation in Internet Retailing Channel

New Regulation To Protect Traditional Markets Implemented in 2011

Private Label Has Become Stable in Price and Quality

Mobile Retailing Changes Internet Retailing Environment

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