

# E-Commerce in South Korea

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## Abstracts

The e-commerce channel recorded the strongest growth in 2020 among retailing channels in South Korea as consumers' lifestyles changed due to COVID-19, which accelerated the adoption of online shopping among a wider consumer segment, especially older consumers who have traditionally preferred shopping in physical stores. Although there were a few challenges, such as delayed delivery and frequent stock-outs, during the first month of the COVID-19 outbreak, in general South Korean consumers experie...

Euromonitor International's E-Commerce 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:** Cross-border E-Commerce, E-Commerce by Product Category, Mobile E-Commerce.

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

### Why buy this report?

Get a detailed picture of the E-Commerce 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.

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## Contents

### KEY DATA FINDINGS

#### 2020 IMPACT

COVID-19 accelerates channel growth

Same-day delivery is the new standard

Coupang performs well despite fierce competition

Tech giant Naver strengthens its online shopping business

### RECOVERY AND OPPORTUNITIES

Enhancing logistics capability is key to widen geographic coverage and ensure on-time delivery

E-commerce is no longer an option but a must for traditional retailers

Live commerce transforms mobile shopping as an entertainment platform

### CHANNEL DATA

Table 1 E-Commerce by Channel and Category: Value 2015-2020

Table 2 E-Commerce by Channel and Category: % Value Growth 2015-2020

Table 3 E-Commerce GBO Company Shares: % Value 2016-2020

Table 4 E-Commerce GBN Brand Shares: % Value 2017-2020

Table 5 Forecast E-Commerce by Channel and Category: Value 2020-2025

Table 6 Forecast E-Commerce by Channel and Category: % Value Growth 2020-2025

### EXECUTIVE SUMMARY

COVID-19 impact on retailing

COVID-19 country impact

Online grocery shopping takes a bigger share of the retailing industry

Retail functions as an entertainment provider

What next for retailing?

### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2020

Physical retail landscape

Cash and carry

Seasonality

Summer Sale

Korea Sales Festa

Payments and delivery

Emerging business models

### MARKET DATA

Table 7 Sales in Retailing by Store-based vs Non-Store: Value 2015-2020

Table 8 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2015-2020

Table 9 Sales in Store-based Retailing by Channel: Value 2015-2020

Table 10 Sales in Store-based Retailing by Channel: % Value Growth 2015-2020

Table 11 Store-based Retailing Outlets by Channel: Units 2015-2020

Table 12 Store-based Retailing Outlets by Channel: % Unit Growth 2015-2020

Table 13 Sales in Non-Store Retailing by Channel: Value 2015-2020

Table 14 Sales in Non-Store Retailing by Channel: % Value Growth 2015-2020

Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space 2015-2020

Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 17 Sales in Grocery Retailers by Channel: Value 2015-2020

Table 18 Sales in Grocery Retailers by Channel: % Value Growth 2015-2020

Table 19 Grocery Retailers Outlets by Channel: Units 2015-2020

Table 20 Grocery Retailers Outlets by Channel: % Unit Growth 2015-2020

Table 21 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2015-2020

Table 22 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 23 Sales in Non-Grocery Specialists by Channel: Value 2015-2020

Table 24 Sales in Non-Grocery Specialists by Channel: % Value Growth 2015-2020

Table 25 Non-Grocery Specialists Outlets by Channel: Units 2015-2020

Table 26 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2015-2020

Table 27 Mixed Retailers: Value Sales, Outlets and Selling Space 2015-2020

Table 28 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 29 Sales in Mixed Retailers by Channel: Value 2015-2020

Table 30 Sales in Mixed Retailers by Channel: % Value Growth 2015-2020

Table 31 Mixed Retailers Outlets by Channel: Units 2015-2020

Table 32 Mixed Retailers Outlets by Channel: % Unit Growth 2015-2020

Table 33 Retailing GBO Company Shares: % Value 2016-2020

Table 34 Retailing GBN Brand Shares: % Value 2017-2020

Table 35 Store-based Retailing GBO Company Shares: % Value 2016-2020

Table 36 Store-based Retailing GBN Brand Shares: % Value 2017-2020

Table 37 Store-based Retailing LBN Brand Shares: Outlets 2017-2020

Table 38 Non-Store Retailing GBO Company Shares: % Value 2016-2020

Table 39 Non-Store Retailing GBN Brand Shares: % Value 2017-2020

Table 40 Grocery Retailers GBO Company Shares: % Value 2016-2020

Table 41 Grocery Retailers GBN Brand Shares: % Value 2017-2020

Table 42 Grocery Retailers LBN Brand Shares: Outlets 2017-2020

Table 43 Grocery Retailers LBN Brand Shares: Selling Space 2017-2020

- Table 44 Non-Grocery Specialists GBO Company Shares: % Value 2016-2020
- Table 45 Non-Grocery Specialists GBN Brand Shares: % Value 2017-2020
- Table 46 Non-Grocery Specialists LBN Brand Shares: Outlets 2017-2020
- Table 47 Non-Grocery Specialists LBN Brand Shares: Selling Space 2017-2020
- Table 48 Mixed Retailers GBO Company Shares: % Value 2016-2020
- Table 49 Mixed Retailers GBN Brand Shares: % Value 2017-2020
- Table 50 Mixed Retailers LBN Brand Shares: Outlets 2017-2020
- Table 51 Mixed Retailers LBN Brand Shares: Selling Space 2017-2020
- Table 52 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2020-2025
- Table 53 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2020-2025
- Table 54 Forecast Sales in Store-based Retailing by Channel: Value 2020-2025
- Table 55 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2020-2025
- Table 56 Forecast Store-based Retailing Outlets by Channel: Units 2020-2025
- Table 57 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2020-2025
- Table 58 Forecast Sales in Non-Store Retailing by Channel: Value 2020-2025
- Table 59 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2020-2025
- Table 60 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025
- Table 61 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
- Table 62 Forecast Sales in Grocery Retailers by Channel: Value 2020-2025
- Table 63 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2020-2025
- Table 64 Forecast Grocery Retailers Outlets by Channel: Units 2020-2025
- Table 65 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2020-2025
- Table 66 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2020-2025
- Table 67 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
- Table 68 Forecast Sales in Non-Grocery Specialists by Channel: Value 2020-2025
- Table 69 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2020-2025
- Table 70 Forecast Non-Grocery Specialists Outlets by Channel: Units 2020-2025
- Table 71 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2020-2025
- Table 72 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025
- Table 73 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth

2020-2025

Table 74 Forecast Sales in Mixed Retailers by Channel: Value 2020-2025

Table 75 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2020-2025

Table 76 Forecast Mixed Retailers Outlets by Channel: Units 2020-2025

Table 77 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2020-2025

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SOURCES

Summary 2 Research Sources

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