

Home and Garden in South Korea

https://marketpublishers.com/r/H4664159DCDEN.html

Date: May 2023

Pages: 43

Price: US\$ 2,100.00 (Single User License)

ID: H4664159DCDEN

Abstracts

In 2022, although home and garden in South Korea saw declines in current value terms and in value terms at constant 2022 prices, sales remained higher than the prepandemic level, seen in 2019. The increased amount of time spent at home during the pandemic saw consumers turn their consumption focus inwards, towards the home. This led them to demand different furniture to beautify their homes, to spend more time tending to plants on their balconies and in their gardens, and to have a greater inte...

Euromonitor International's Home and Garden in South Korea report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

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

Why buy this report?

Get a detailed picture of the Home and Garden 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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



Contents

HOME AND GARDEN IN SOUTH KOREA

EXECUTIVE SUMMARY

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 1 Sales of Home and Garden by Category: Value 2017-2022

Table 2 Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Home and Garden: % Value 2018-2022

Table 4 LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2017-2022

Table 6 Distribution of Home and Garden by Format: % Value 2017-2022

Table 7 Distribution of Home and Garden by Format and Category: % Value 2022

Table 8 Forecast Sales of Home and Garden by Category: Value 2022-2027

Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

GARDENING IN SOUTH KOREA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Gardening sees higher sales compared with the pre-pandemic period

"Plant parent" trend leads to boom in indoor plant-related businesses

Indoor farming and grow-your-own bolster growth for horticulture

PROSPECTS AND OPPORTUNITIES

Limited space in apartments to hamper growth for gardening

Success of seedlings to limit the growth of seeds

CATEGORY DATA

Table 10 Sales of Gardening by Category: Value 2017-2022

Table 11 Sales of Gardening by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Gardening: % Value 2018-2022

Table 13 LBN Brand Shares of Gardening: % Value 2019-2022

Table 14 Distribution of Gardening by Format: % Value 2017-2022

Table 15 Forecast Sales of Gardening by Category: Value 2022-2027



Table 16 Forecast Sales of Gardening by Category: % Value Growth 2022-2027

HOME FURNISHINGS IN SOUTH KOREA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Decline for home furnishings in 2022

Other sitting furniture sees growth due to low prices

Decline for outdoor furniture mitigated by camping trend

PROSPECTS AND OPPORTUNITIES

Brands develop digital infrastructure to fill online-offline gap

Premiumisation will be a key trend in home furnishings in South Korea

CATEGORY DATA

Table 17 Sales of Home Furnishings by Category: Value 2017-2022

Table 18 Sales of Home Furnishings by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Home Furnishings: % Value 2018-2022

Table 20 LBN Brand Shares of Home Furnishings: % Value 2019-2022

Table 21 LBN Brand Shares of Light Sources: % Value 2019-2022

Table 22 Distribution of Home Furnishings by Format: % Value 2017-2022

Table 23 Forecast Sales of Home Furnishings by Category: Value 2022-2027

Table 24 Forecast Sales of Home Furnishings by Category: % Value Growth 2022-2027

HOME IMPROVEMENT IN SOUTH KOREA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth in home improvement a result of increased DIY

Cordless power tools increases, while corded counterpart struggles

Brands introduce technology in home improvement

PROSPECTS AND OPPORTUNITIES

Home improvement set to see marginal growth over the forecast period

Kitchen sinks to grow due to greater importance of kitchens in the home

CATEGORY DATA

Table 25 Sales of Home Improvement by Category: Value 2017-2022

Table 26 Sales of Home Improvement by Category: % Value Growth 2017-2022

Table 27 NBO Company Shares of Home Improvement: % Value 2018-2022

Table 28 LBN Brand Shares of Home Improvement: % Value 2019-2022

Table 29 Distribution of Home Improvement by Format: % Value 2017-2022

Table 30 Forecast Sales of Home Improvement by Category: Value 2022-2027

Table 31 Forecast Sales of Home Improvement by Category: % Value Growth

2022-2027

HOMEWARES IN SOUTH KOREA

KEY DATA FINDINGS



2022 DEVELOPMENTS

Despite increased popularity, homewares declines in 2022

Ceramic continues to dominate dinnerware

Premiumisation growing within food storage

PROSPECTS AND OPPORTUNITIES

Sustainability concerns will drive adoption of multi-use containers

Homewares will continue growing over the forecast period

CATEGORY DATA

Table 32 Sales of Homewares by Category: Value 2017-2022

Table 33 Sales of Homewares by Category: % Value Growth 2017-2022

Table 34 Sales of Homewares by Material: % Value 2017-2022

Table 35 NBO Company Shares of Homewares: % Value 2018-2022

Table 36 LBN Brand Shares of Homewares: % Value 2019-2022

Table 37 Distribution of Homewares by Format: % Value 2017-2022

Table 38 Forecast Sales of Homewares by Category: Value 2022-2027

Table 39 Forecast Sales of Homewares by Category: % Value Growth 2022-2027



I would like to order

Product name: Home and Garden in South Korea

Product link: https://marketpublishers.com/r/H4664159DCDEN.html

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/H4664159DCDEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

| First name: | |
|---------------|---------------------------|
| Last name: | |
| Email: | |
| Company: | |
| Address: | |
| City: | |
| Zip code: | |
| Country: | |
| Tel: | |
| Fax: | |
| Your message: | |
| | |
| | |
| | |
| | **All fields are required |
| | Custumer signature |
| | |
| | |

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970