

South Korea Handicrafts Market Size, Share, Trends and Forecast by Product Type, Distribution Channel, End Use, and Region, 2026-2034

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Abstracts

The South Korea handicrafts market size reached USD 18.9 Billion in 2025. Looking forward, the market is projected to reach USD 43.9 Billion by 2034, exhibiting a growth rate (CAGR) of 9.53 % during 2026-2034. The market is fueled by a rich heritage of traditional crafts, along with rising interest in cultural exports. Government initiatives and global recognition of K-culture are boosting demand. South Korea handicrafts market share is growing through tourism, online platforms, and luxury collaborations.

SOUTH KOREA HANDICRAFTS MARKET TRENDS:

Digital Transformation and E-Commerce

Online platforms and global marketplaces have transformed how Korean handicrafts are sold. Social media campaigns and influencer partnerships highlight cultural storytelling and the uniqueness of each handmade product, increasing visibility for local artisans. Virtual trade fairs and digital exhibitions enable buyers from around the world to explore Korean crafts, driving exports. The government's push for digital transformation in the handicraft sector, including training in online marketing, is accelerating this growth. E-commerce has become a key channel for boosting sales and global recognition, making digitalization a cornerstone of South Korea handicrafts market growth. For instance, in September 2024, UNESCO ICHCAP and the Cheongju Cultural Industry Promotion Foundation launched the Residency Program for Kyrgyz Craftspeople 2024 in Korea. Supported by the Korea Heritage Service's ODA project, the initiative aims to strengthen Kyrgyz artisans' skills in craft production and digital marketing. The three-month program includes collaborations with Korean artists, seminars, and a final showcase at the Craft Trend Fair in December. The exchange fosters creative synergy

and cultural tourism development between Korea and the Kyrgyz Republic.

Contemporary Adaptations of Traditional Crafts

Korean artisans are blending traditional craftsmanship with modern design elements to cater to changing consumer preferences. Products such as modern hanbok accessories, contemporary ceramics, and minimalist furniture inspired by Korean heritage are gaining attention globally. This approach appeals to consumers who value cultural authenticity and functionality. Collaborations with international designers have brought Korean handicrafts into luxury markets, further enhancing their global reach. This fusion of tradition and modernity is strengthening South Korea handicrafts market growth while ensuring the preservation of heritage techniques. For instance, in July 2025, Uzbekistan and South Korea strengthened cooperation in tourism and handicrafts through meetings and roundtable discussions between companies from Samarkand and Chungcheongbuk-do. Agreements were signed to launch joint handicraft production projects, aiming to enhance cultural ties and promote collaborative initiatives between the two regions.

SOUTH KOREA HANDICRAFTS MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the region/country level for 2026-2034. Our report has categorized the market based on product type, distribution channel, and end use.

Product Type Insights:

Woodware

Artmetal Ware

Handprinted Textiles and Scarves

Embroidered and Crocheted Goods

Zari and Zari Goods

Imitation Jewelry

Sculptures

Pottery and Glass Wares

Attars and Agarbattis

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes woodware, artmetal ware, handprinted textiles and scarves, embroidered and crocheted goods, zari and zari goods, imitation jewelry, sculptures, pottery and glass wares, attars and agarbattis, and others.

Distribution Channel Insights:

Mass Retailers

Departmental Stores

Independent Retailers

Specialty Stores

Online Stores

Others

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes mass retailers, departmental stores, independent retailers, specialty stores, online stores, and others.

End Use Insights:

Residential

Commercial

The report has provided a detailed breakup and analysis of the market based on the end use. This includes residential and commercial.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea handicrafts market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea handicrafts market on the basis of product type?

What is the breakup of the South Korea handicrafts market on the basis of distribution channel?

What is the breakup of the South Korea handicrafts market on the basis of end use?

What is the breakup of the South Korea handicrafts market on the basis of region?

What are the various stages in the value chain of the South Korea handicrafts market?

What are the key driving factors and challenges in the South Korea handicrafts market?

What is the structure of the South Korea handicrafts market and who are the key players?

What is the degree of competition in the South Korea handicrafts market?

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