

South Korea Laptop Market Report by Type (Traditional Laptop, 2-in-1 Laptop), Screen Size (Up to 10.9", 11" to 12.9", 13" to 14.9", 15.0" to 16.9", More Than 17"), Price (Up to USD 500, USD 501 to USD 1000, USD 1001 to USD 1500, USD 1501 to USD 2000, Above USD 2001), End Use (Personal, Business, Gaming, and Others), and Region 2026-2034

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Abstracts

South Korea laptop market size reached USD 2.9 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 3.4 Billion by 2034, exhibiting a growth rate (CAGR) of 1.51% during 2026-2034. The growing demand for immersive entertainment experiences, rising adoption of computing devices among students to attend virtual classes, and increasing need to complete work-related tasks efficiently represent some of the key factors driving the market.

A laptop is a portable and compact personal computer designed for enhanced mobility and convenience. It is equipped with a built-in screen, keyboard, and touchpad, making it a versatile tool for various computing needs. It is powered by a central processing unit (CPU) and often includes storage devices like hard drives or solid-state drives (SSDs) for data storage. It is widely available in various sizes, specifications, and configurations, catering to the diverse needs of users. It can perform a wide range of tasks, such as word processing, internet browsing, multimedia entertainment, spreadsheet management, presentation creation, and data analysis. It offers enhanced flexibility to individuals to work, study, or entertainment on-the-go. It facilitates communication through email, messaging apps, video conferencing, and social media platforms. It allows users to stay connected with colleagues, friends, and family, regardless of geographical boundaries, making it a vital component for both work and

personal relationships. It also enables people to customize their computing experience by installing software, configuring settings, and personalizing the desktop environment. As it aids in providing a secure platform for e-commerce, online banking, and managing digital finances, the demand for laptop is rising in South Korea.

SOUTH KOREA LAPTOP MARKET TRENDS:

At present, the increasing use of laptops for entertainment purposes, such as streaming movies, TV shows, music, and gaming, represents one of the primary factors contributing to the growth of the market in South Korea. In line with this, the growing employment of laptops on account of the rising remote work settings is offering a positive market outlook. Moreover, the increasing demand for laptops, as they offer high-quality displays and audio and provide immersive entertainment experiences among individuals, is bolstering the market growth in the country. Apart from this, there is a rise in the need for laptops among students to attend virtual classes. This, coupled with the increasing adoption of laptops for completing work-related tasks efficiently, is supporting the market growth. Additionally, advancements in laptop technology, including faster processors, improved graphics, and longer battery life, are strengthening the market growth in South Korea. Besides this, the escalating demand for portable electronic devices, along with rising preferences for sleek, lightweight, and aesthetically appealing laptops among the masses, is positively influencing the market. Furthermore, the increasing development of laptops with enhanced security features, such as biometric authentication and encryption, is offering lucrative growth opportunities to industry investors. In addition, the rising adoption of gaming laptops, featuring powerful graphics processing unit (GPUs) and high-refresh-rate displays, is propelling the market growth in South Korea.

SOUTH KOREA LAPTOP MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country levels for 2026-2034. Our report has categorized the market based on type, screen size, price, and end use.

Type Insights:

Traditional Laptop

2-in-1 Laptop

The report has provided a detailed breakup and analysis of the market based on the type. This includes traditional laptop and 2-in-1 laptop.

Screen Size Insights:

Up to 10.9"

11" to 12.9"

13" to 14.9"

15.0" to 16.9"

More than 17"

A detailed breakup and analysis of the market based on the screen size have also been provided in the report. This includes up to 10.9", 11" to 12.9", 13" to 14.9", 15.0" to 16.9", and more than 17".

Price Insights:

Up to USD 500

USD 501 to USD 1000

USD 1001 to USD 1500

USD 1501 to USD 2000

Above USD 2001

The report has provided a detailed breakup and analysis of the market based on the price. This includes up to USD 500, USD 501 to USD 1000, USD 1001 to USD 1500, USD 1501 to USD 2000, and above USD 2001.

End Use Insights:

Personal

Business

Gaming

Others

A detailed breakup and analysis of the market based on the end use have also been provided in the report. This includes personal, business, gaming, and others.

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 laptop market performed so far and how will it perform in the

coming years?

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

What is the breakup of the South Korea laptop market on the basis of screen size?

What is the breakup of the South Korea laptop market on the basis of price?

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

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

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

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

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

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