

Household Products in South Korea - Market Summary, Competitive Analysis and Forecast to 2024

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Abstracts

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SUMMARY

Household Products in South Korea industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The household products market consists of the retail sale of textile washing products, paper products, dishwashing products, air fresheners, insecticides, toilet care, scouring products, furniture & floor polish, shoe polish, bleach, and general purpose cleaners. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2019 exchange rates.

The South Korean Household Products market had total revenues of \$3,251.4m in 2019, representing a compound annual growth rate (CAGR) of 3.8% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.8% between 2015-2019, to reach a total of 980.9 million liters in 2019.

Favorable economic conditions and increasing consumer purchasing power are the primary factors supporting the growth of this market.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the household products market in South Korea

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the household products market in South Korea

Leading company profiles reveal details of key household products market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the South Korea household products market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the South Korea household products market by value in 2019?

What will be the size of the South Korea household products market in 2024?

What factors are affecting the strength of competition in the South Korea household products market?

How has the market performed over the last five years?

What are the main segments that make up South Korea's household products market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the South Korean household products market?
- 7.3. Which companies have been most successful in increasing their market share since 2015?
- 7.4. Which companies' market shares have suffered in the last four years?
- 7.5. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. LG Corp
- 8.2. Reckitt Benckiser Group plc
- 8.3. Aekyung Industrial Co Ltd
- 8.4. Lion Corporation

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: South Korea household products market value: \$ million, 2015-19
- Table 2: South Korea household products market volume: million liters, 2015-19
- Table 3: South Korea household products market category segmentation: \$ million, 2019
- Table 4: South Korea household products market geography segmentation: \$ million, 2019
- Table 5: South Korea household products market distribution: % share, by value, 2019
- Table 6: South Korea household products market value forecast: \$ million, 2019-24
- Table 7: South Korea household products market volume forecast: million liters, 2019-24
- Table 8: South Korea household products market share: % share, by value, 2019
- Table 9: LG Corp: key facts
- Table 10: LG Corp: Annual Financial Ratios
- Table 11: LG Corp: Key Employees
- Table 12: Reckitt Benckiser Group plc: key facts
- Table 13: Reckitt Benckiser Group plc: Annual Financial Ratios
- Table 14: Reckitt Benckiser Group plc: Key Employees
- Table 15: Reckitt Benckiser Group plc: Key Employees Continued
- Table 16: Aekyung Industrial Co Ltd: key facts
- Table 17: Aekyung Industrial Co Ltd: Annual Financial Ratios
- Table 18: Aekyung Industrial Co Ltd: Annual Financial Ratios (Continued)
- Table 19: Aekyung Industrial Co Ltd: Key Employees
- Table 20: Lion Corporation: key facts
- Table 21: Lion Corporation: Annual Financial Ratios
- Table 22: Lion Corporation: Key Employees
- Table 23: Lion Corporation: Key Employees Continued
- Table 24: South Korea size of population (million), 2015-19
- Table 25: South Korea gdp (constant 2005 prices, \$ billion), 2015-19
- Table 26: South Korea gdp (current prices, \$ billion), 2015-19
- Table 27: South Korea inflation, 2015-19
- Table 28: South Korea consumer price index (absolute), 2015-19
- Table 29: South Korea exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

- Figure 1: South Korea household products market value: \$ million, 2015-19
- Figure 2: South Korea household products market volume: million liters, 2015-19
- Figure 3: South Korea household products market category segmentation: % share, by value, 2019
- Figure 4: South Korea household products market geography segmentation: % share, by value, 2019
- Figure 5: South Korea household products market distribution: % share, by value, 2019
- Figure 6: South Korea household products market value forecast: \$ million, 2019-24
- Figure 7: South Korea household products market volume forecast: million liters, 2019-24
- Figure 8: Forces driving competition in the household products market in South Korea, 2019
- Figure 9: Drivers of buyer power in the household products market in South Korea, 2019
- Figure 10: Drivers of supplier power in the household products market in South Korea, 2019
- Figure 11: Factors influencing the likelihood of new entrants in the household products market in South Korea, 2019
- Figure 12: Factors influencing the threat of substitutes in the household products market in South Korea, 2019
- Figure 13: Drivers of degree of rivalry in the household products market in South Korea, 2019
- Figure 14: South Korea household products market share: % share, by value, 2019

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