

# Consumer Electronics in South Korea

July 2023

**Table of Contents** 

### Consumer Electronics in South Korea

### **EXECUTIVE SUMMARY**

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

### MARKET DATA

- Table 1 Sales of Consumer Electronics by Category: Volume 2018-2023
- Table 2 Sales of Consumer Electronics by Category: Value 2018-2023
- Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023
- Table 4 Sales of Consumer Electronics by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Consumer Electronics: % Volume 2019-2023
- Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023
- Table 7 Distribution of Consumer Electronics by Channel: % Volume 2018-2023
- Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028
- Table 9 Forecast Sales of Consumer Electronics by Category: Value 2023-2028
- Table 10 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028
- Table 11 Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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### **SOURCES**

Summary 1 - Research Sources

# Computers and Peripherals in South Korea

### **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Economic uncertainties drive volume decline for computers and peripherals Paperless trend on campuses drives demand for tablets amongst students Xiaomi launches a budget tablet, Redmi Pad, in South Korea

### PROSPECTS AND OPPORTUNITIES

Manufacturers to increase focus on B2B business as B2C sales decline Foldable technology to be applied to laptops, tablets and monitors Premium push by Apple and Samsung to try and maximise value sales

### **CATEGORY DATA**

- Table 12 Sales of Computers and Peripherals by Category: Volume 2018-2023
- Table 13 Sales of Computers and Peripherals by Category: Value 2018-2023
- Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023
- Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2018-2023
- Table 16 Sales of Computers by Category: Business Volume 2018-2023
- Table 17 Sales of Computers by Category: Business Value MSP 2018-2023
- Table 18 Sales of Computers by Category: Business Volume Growth 2018-2023
- Table 19 Sales of Computers by Category: Business Value MSP Growth 2018-2023
- Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2019-2023
- Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023
- Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2018-2023
- Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

- Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2023-2028
- Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028
- Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028
- Table 27 Forecast Sales of Computers by Category: Business Volume 2023-2028
- Table 28 Forecast Sales of Computers by Category: Business Value MSP 2023-2028
- Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2023-2028
- Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

### In-Car Entertainment in South Korea

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Built-in systems and smartphones replace in-car entertainment aftermarket sales

"Connected car" accelerates the development of built-in infotainment, negatively impacting aftermarket sales

LG Display introduces an "invisible" speaker, bringing about evolution of in-car speaker design, which will negatively impact in-car speakers

### PROSPECTS AND OPPORTUNITIES

In-car entertainment volume sales to constantly decline, replaced by built-in technology and smartphones

Aftermarket platforms will put less focus on in-car entertainment and more on exterior tuning

Launch of 5G connected car data plans may accelerate innovation for built-in car entertainment, negatively impacting aftermarket sales

#### **CATEGORY DATA**

- Table 31 Sales of In-Car Entertainment by Category: Volume 2018-2023
- Table 32 Sales of In-Car Entertainment by Category: Value 2018-2023
- Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023
- Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2018-2023
- Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2019-2023
- Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023
- Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2018-2023
- Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028
- Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2023-2028
- Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028
- Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

### Home Audio and Cinema in South Korea

### **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Home theatre trend is sustained, despite the full lifting of social distancing measures

Samsung and LG continue to expand their shares, while imported brands decline

Specialists remain dominant as consumers appreciate the in-store experience

### PROSPECTS AND OPPORTUNITIES

Further growth predicted for home cinema and speaker systems

Telecommunications companies join the competition with soundbar-combined set-top boxes

Gen Z shift from traditional home entertainment to mobile content remains a hurdle to the growth of home audio and cinema

# **CATEGORY DATA**

- Table 42 Sales of Home Audio and Cinema by Category: Volume 2018-2023
- Table 43 Sales of Home Audio and Cinema by Category: Value 2018-2023
- Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023
- Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023

- Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023
- Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023
- Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023
- Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028
- Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028
- Table 51 Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028
- Table 52 Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

### Home Video in South Korea

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sales of televisions decline after previous surge and economic/geopolitical concerns LG and Samsung exit the production of LCD panels for televisions to focus on OLED LG launches a new portable TV to tap into the expanding number of campers

### PROSPECTS AND OPPORTUNITIES

The shift from LCD to OLED set to continue as OLED prices expected to fall Larger televisions expected to remain a major trend "Lifestyle TVs" to remain a key concept, aiming to appeal to younger consumers

### **CATEGORY DATA**

- Table 53 Sales of Home Video by Category: Volume 2018-2023
- Table 54 Sales of Home Video by Category: Value 2018-2023
- Table 55 Sales of Home Video by Category: % Volume Growth 2018-2023
- Table 56 Sales of Home Video by Category: % Value Growth 2018-2023
- Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023
- Table 58 NBO Company Shares of Home Video: % Volume 2019-2023
- Table 59 LBN Brand Shares of Home Video: % Volume 2020-2023
- Table 60 Distribution of Home Video by Channel: % Volume 2018-2023
- Table 61 Forecast Sales of Home Video by Category: Volume 2023-2028
- Table 62 Forecast Sales of Home Video by Category: Value 2023-2028
- Table 63 Forecast Sales of Home Video by Category: % Volume Growth 2023-2028
- Table 64 Forecast Sales of Home Video by Category: % Value Growth 2023-2028
- Table 65 Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

# Headphones in South Korea

# KEY DATA FINDINGS

# 2023 DEVELOPMENTS

Sales of headphones continue to rise, driven mainly by TWS earbuds Apple and Samsung continue to lead TWS earbuds

Wireless headbands become more popular amongst millennials and gen Z

### PROSPECTS AND OPPORTUNITIES

TWS earbuds to become more high-tech and sophisticated due to intensifying competition amongst manufacturers Audio companies to launch new TWS earbuds to address consumers' rising demand for audio quality Economy TWS earbuds to increasingly penetrate the local market

# CATEGORY DATA

Table 66 - Sales of Headphones by Category: Volume 2018-2023

Table 67 - Sales of Headphones by Category: Value 2018-2023

- Table 68 Sales of Headphones by Category: % Volume Growth 2018-2023
- Table 69 Sales of Headphones by Category: % Value Growth 2018-2023
- Table 70 NBO Company Shares of Headphones: % Volume 2019-2023
- Table 71 LBN Brand Shares of Headphones: % Volume 2020-2023
- Table 72 Distribution of Headphones by Channel: % Volume 2018-2023
- Table 73 Forecast Sales of Headphones by Category: Volume 2023-2028
- Table 74 Forecast Sales of Headphones by Category: Value 2023-2028
- Table 75 Forecast Sales of Headphones by Category: % Volume Growth 2023-2028
- Table 76 Forecast Sales of Headphones by Category: % Value Growth 2023-2028

### Imaging Devices in South Korea

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Raw materials shortages and competition from smartphones contribute to declining volume sales of digital cameras DSLR cameras loses sales, while mirrorless cameras performs better

Retro digital cameras gain niche popularity amongst gen Z

### PROSPECTS AND OPPORTUNITIES

No positive indicators to suggest the rebound of digital cameras

Players act to limit decline

Sales of digital camcorders likely to depend on action cameras and seasonal events

### **CATEGORY DATA**

- Table 77 Sales of Imaging Devices by Category: Volume 2018-2023
- Table 78 Sales of Imaging Devices by Category: Value 2018-2023
- Table 79 Sales of Imaging Devices by Category: % Volume Growth 2018-2023
- Table 80 Sales of Imaging Devices by Category: % Value Growth 2018-2023
- Table 81 NBO Company Shares of Imaging Devices: % Volume 2019-2023
- Table 82 LBN Brand Shares of Imaging Devices: % Volume 2020-2023
- Table 83 Distribution of Imaging Devices by Channel: % Volume 2018-2023
- Table 84 Forecast Sales of Imaging Devices by Category: Volume 2023-2028
- Table 85 Forecast Sales of Imaging Devices by Category: Value 2023-2028
- Table 86 Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028
- Table 87 Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

# Mobile Phones in South Korea

# KEY DATA FINDINGS

# 2023 DEVELOPMENTS

Sales of mid- to low-priced smartphones negatively impacted by economic downturn

Manufacturers phase out feature phones, as even many older consumers now use smartphones

Manufacturers increasingly focus on B2B business, as the B2C market is reaching maturity

# PROSPECTS AND OPPORTUNITIES

Leading manufacturers set to push premium smartphones

The government eyes supporting the used smartphones market

Smaller players see rising shares, strengthening the competition for Galaxy and iPhone

### CATEGORY DATA

Table 88 - Sales of Mobile Phones by Category: Volume 2018-2023

Table 89 - Sales of Mobile Phones by Category: Value 2018-2023

- Table 90 Sales of Mobile Phones by Category: % Volume Growth 2018-2023
- Table 91 Sales of Mobile Phones by Category: % Value Growth 2018-2023
- Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2020-2023
- Table 93 NBO Company Shares of Mobile Phones: % Volume 2019-2023
- Table 94 LBN Brand Shares of Mobile Phones: % Volume 2020-2023
- Table 95 Distribution of Mobile Phones by Channel: % Volume 2018-2023
- Table 96 Forecast Sales of Mobile Phones by Category: Volume 2023-2028
- Table 97 Forecast Sales of Mobile Phones by Category: Value 2023-2028
- Table 98 Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028
- Table 99 Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028
- Table 100 Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

# Portable Players in South Korea

### **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Al wireless speakers are leveraged as an emergency assistant for older consumers

E-readers is under threat from mobile devices and web browsers

With its strong presence in wireless speakers, KT Corp continues to lead portable players

### PROSPECTS AND OPPORTUNITIES

Wireless speakers to remain a key sales driver as Al wireless speakers has room for further household penetration

Telecommunications companies expected to lead distribution of Al wireless speakers

Audiobooks may rise as a threat to e-readers

### **CATEGORY DATA**

- Table 101 Sales of Portable Players by Category: Volume 2018-2023
- Table 102 Sales of Portable Players by Category: Value 2018-2023
- Table 103 Sales of Portable Players by Category: % Volume Growth 2018-2023
- Table 104 Sales of Portable Players by Category: % Value Growth 2018-2023
- Table 105 NBO Company Shares of Portable Players: % Volume 2019-2023
- Table 106 LBN Brand Shares of Portable Players: % Volume 2020-2023
- Table 107 Distribution of Portable Players by Channel: % Volume 2018-2023
- Table 108 Forecast Sales of Portable Players by Category: Volume 2023-2028
- Table 109 Forecast Sales of Portable Players by Category: Value 2023-2028
- Table 110 Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028
- Table 111 Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

### Wearable Electronics in South Korea

# KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Smartwatches continue to be upgraded with more healthcare tracking capabilities

Pursuit of "healthy pleasure" amongst millennials and gen Z drives popularity of wearable electronics

Manufacturers promote unique selling points to win the competition

### PROSPECTS AND OPPORTUNITIES

Manufacturers will need to introduce more attractive high-tech features to revitalise consumers' interest

Internet giant Kakao to enter smart health monitoring

Smart sleep wearables to increase their presence in wearable electronics

# **CATEGORY DATA**

- Table 112 Sales of Wearable Electronics by Category: Volume 2018-2023
- Table 113 Sales of Wearable Electronics by Category: Value 2018-2023
- Table 114 Sales of Wearable Electronics by Category: % Volume Growth 2018-2023
- Table 115 Sales of Wearable Electronics by Category: % Value Growth 2018-2023
- Table 116 NBO Company Shares of Wearable Electronics: % Volume 2019-2023
- Table 117 LBN Brand Shares of Wearable Electronics: % Volume 2020-2023
- Table 118 Distribution of Wearable Electronics by Channel: % Volume 2018-2023
- Table 119 Forecast Sales of Wearable Electronics by Category: Volume 2023-2028
- Table 120 Forecast Sales of Wearable Electronics by Category: Value 2023-2028
- Table 121 Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028
- Table 122 Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

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