

# Dishwashers in South Korea

December 2023

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## Dishwashers in South Korea - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Marginal retail volume decline due to high inflation rates and rising number of single- person households Small dishwashers targeting smaller households gain momentum SK Magic retains leadership of dishwashers, followed by LG Electronics

### PROSPECTS AND OPPORTUNITIES

Demand expected to improve but category faces obstacles

Energy-efficient models to gain momentum as government applies energy efficiency grades to dishwashers Younger consumers look to rent dishwashers rather than purchasing

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