



Euromonitor
International

Microwaves in South Korea

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising incomes support demand for premium multi-functional microwaves

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Brands attract South Korean consumers through localised features and functions

Multi-functional appliances drive value growth in compact kitchens

Chart 2 - Jenniferoom Launches 4-In-1 Mini Steam Oven Toaster for Compact Living

Compact models win singles while Cuchen bets on big families

Chart 3 - Cuchen Launches Large-Capacity Microwave Ovens of 23L and 25L

WHAT'S NEXT?

Consumers to drive demand for premium multifunctional microwaves

Segmented strategies will define the future of kitchen appliances

Chart 4 - Analyst Insight

AI and connectivity are setting the new standard for microwaves

COMPETITIVE LANDSCAPE

Cuckoo and Samsung maintain leads through innovation and localisation

Emerging low-cost brands gain traction through value-for-money strategy

CHANNELS

E-commerce dominates sales with convenience and competitive pricing

Physical stores stay relevant for premium appliance buyers

PRODUCTS

Cuisinart introduces multi-functional steam air fryer for premium market

Chart 5 - Cuisinart Launches Steam Air Fryer Oven Tailored to South Korean Market

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in South Korea - Industry Overview

EXECUTIVE SUMMARY

Smart technologies and premiumisation lead market transformation

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

AI technology transforms appliances into proactive home management assistants

Chart 7 - Analyst Insight

Samsung boosts sales with multi-functional appliances

Chart 8 - Samsung Launches Infinite AI Combo, All-In-One Washer-Dryer with a Smart Home Hub

Premium appliances blend luxury with cutting-edge technology

WHAT'S NEXT?

AI at the centre of smart home ecosystem

Appliance-as-a-service creates new revenue streams

Urban living drives demand for customisable high-end appliances

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Samsung and LG maintain dominance through innovation
Robot vacuum surge fuels competition beyond South Korea's leaders
Navien magic enters market with ambitious expansion plan

CHANNELS

Influencers drive e-commerce growth in small appliances
Appliances and electronics specialists maintain strong offline presence
Social commerce emerges as a powerful e-commerce driver

PRODUCTS

AI Technology from LG Electronics reduces household burdens and enhances convenience
Chart 10 - LG Electronics Launches AI-Powered Whisen Air Conditioner with Radar Sensor
Premium robot vacuums integrate seamlessly into home interiors
Chart 11 - LG Electronics to Launch Built-In and Dual-Steam Robot Vacuum Cleaner

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030
Chart 13 - PEST Analysis in South Korea 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in South Korea 2025
Chart 15 - Consumer Landscape in South Korea 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/microwaves-in-south-korea/report.