

Large Cooking Appliances in South Korea

December 2023

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Large Cooking Appliances in South Korea - Category analysis

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2023 DEVELOPMENTS

Second consecutive year of volume decline, mainly due to economic instability

Haatz retains convincing leadership due to dominance of cooker hoods

LG offers cooking classes for consumers using its large cooking appliances

PROSPECTS AND OPPORTUNITIES

Large cooking appliances expected to face challenges due to increasing number of single-person households

Launch of Samsung Food, an AI platform to enable easier meal preparation

Induction hobs to gain greater attention as gas prices increase

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