

# Home and Garden in South Korea

May 2023

Table of Contents

## Home and Garden in South Korea

### EXECUTIVE SUMMARY

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

### MARKET DATA

Table 1 - Sales of Home and Garden by Category: Value 2017-2022

Table 2 - Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 3 - NBO Company Shares of Home and Garden: % Value 2018-2022

Table 4 - LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 5 - Penetration of Private Label in Home and Garden by Category: % Value 2017-2022

Table 6 - Distribution of Home and Garden by Format: % Value 2017-2022

Table 7 - Distribution of Home and Garden by Format and Category: % Value 2022

Table 8 - Forecast Sales of Home and Garden by Category: Value 2022-2027

Table 9 - Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Home Improvement in South Korea

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Growth in home improvement a result of increased DIY

Cordless power tools increases, while corded counterpart struggles

Brands introduce technology in home improvement

#### PROSPECTS AND OPPORTUNITIES

Home improvement set to see marginal growth over the forecast period

Kitchen sinks to grow due to greater importance of kitchens in the home

### CATEGORY DATA

Table 10 - Sales of Home Improvement by Category: Value 2017-2022

Table 11 - Sales of Home Improvement by Category: % Value Growth 2017-2022

Table 12 - NBO Company Shares of Home Improvement: % Value 2018-2022

Table 13 - LBN Brand Shares of Home Improvement: % Value 2019-2022

Table 14 - Distribution of Home Improvement by Format: % Value 2017-2022

Table 15 - Forecast Sales of Home Improvement by Category: Value 2022-2027

Table 16 - Forecast Sales of Home Improvement by Category: % Value Growth 2022-2027

## Gardening in South Korea

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Gardening sees higher sales compared with the pre-pandemic period

"Plant parent" trend leads to boom in indoor plant-related businesses

Indoor farming and grow-your-own bolster growth for horticulture

## PROSPECTS AND OPPORTUNITIES

Limited space in apartments to hamper growth for gardening  
Success of seedlings to limit the growth of seeds

## CATEGORY DATA

Table 17 - Sales of Gardening by Category: Value 2017-2022  
Table 18 - Sales of Gardening by Category: % Value Growth 2017-2022  
Table 19 - NBO Company Shares of Gardening: % Value 2018-2022  
Table 20 - LBN Brand Shares of Gardening: % Value 2019-2022  
Table 21 - Distribution of Gardening by Format: % Value 2017-2022  
Table 22 - Forecast Sales of Gardening by Category: Value 2022-2027  
Table 23 - Forecast Sales of Gardening by Category: % Value Growth 2022-2027

## Homewares in South Korea

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Despite increased popularity, homewares declines in 2022  
Ceramic continues to dominate dinnerware  
Premiumisation growing within food storage

## PROSPECTS AND OPPORTUNITIES

Sustainability concerns will drive adoption of multi-use containers  
Homewares will continue growing over the forecast period

## CATEGORY DATA

Table 24 - Sales of Homewares by Category: Value 2017-2022  
Table 25 - Sales of Homewares by Category: % Value Growth 2017-2022  
Table 26 - Sales of Homewares by Material: % Value 2017-2022  
Table 27 - NBO Company Shares of Homewares: % Value 2018-2022  
Table 28 - LBN Brand Shares of Homewares: % Value 2019-2022  
Table 29 - Distribution of Homewares by Format: % Value 2017-2022  
Table 30 - Forecast Sales of Homewares by Category: Value 2022-2027  
Table 31 - Forecast Sales of Homewares by Category: % Value Growth 2022-2027

## Home Furnishings in South Korea

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Decline for home furnishings in 2022  
Other sitting furniture sees growth due to low prices  
Decline for outdoor furniture mitigated by camping trend

## PROSPECTS AND OPPORTUNITIES

Brands develop digital infrastructure to fill online-offline gap  
Premiumisation will be a key trend in home furnishings in South Korea

## CATEGORY DATA

Table 32 - Sales of Home Furnishings by Category: Value 2017-2022  
Table 33 - Sales of Home Furnishings by Category: % Value Growth 2017-2022  
Table 34 - NBO Company Shares of Home Furnishings: % Value 2018-2022  
Table 35 - LBN Brand Shares of Home Furnishings: % Value 2019-2022

Table 36 - LBN Brand Shares of Light Sources: % Value 2019-2022

Table 37 - Distribution of Home Furnishings by Format: % Value 2017-2022

Table 38 - Forecast Sales of Home Furnishings by Category: Value 2022-2027

Table 39 - Forecast Sales of Home Furnishings by Category: % Value Growth 2022-2027

## 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/home-and-garden-in-south-korea/report](http://www.euromonitor.com/home-and-garden-in-south-korea/report).