



# Consumer Electronics in South Korea

August 2022

Table of Contents

## Consumer Electronics in South Korea

### EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

### MARKET DATA

Table 1 - Sales of Consumer Electronics by Category: Volume 2017-2022

Table 2 - Sales of Consumer Electronics by Category: Value 2017-2022

Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Computers and Peripherals in South Korea

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Premium laptops continue to win favour with new releases

Competition in mid-range tablets intensifies

Gaming boom offers further growth potential in monitors

### PROSPECTS AND OPPORTUNITIES

Increasing competition between laptops and tablets over the forecast period

Declining monitors still offers potential niche growth area

Decrease in demand for at-home printers as employees return to the office

### CATEGORY DATA

Table 12 - Sales of Computers and Peripherals by Category: Volume 2017-2022

Table 13 - Sales of Computers and Peripherals by Category: Value 2017-2022

Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2017-2022

Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2017-2022

Table 16 - Sales of Computers by Category: Business Volume 2017-2022

Table 17 - Sales of Computers by Category: Business Value MSP 2017-2022

Table 18 - Sales of Computers by Category: Business Volume Growth 2017-2022

Table 19 - Sales of Computers by Category: Business Value MSP Growth 2017-2022

Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2018-2022

Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2019-2022

Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2017-2022

Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2022-2027

- Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2022-2027
- Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2022-2027
- Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2022-2027
- Table 27 - Forecast Sales of Computers by Category: Business Volume 2022-2027
- Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2022-2027
- Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2022-2027
- Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2022-2027

## In-Car Entertainment in South Korea

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

- Further declines encourage manufacturers to move away from in-car navigation
- Premium in-car speakers
- Other non-grocery specialists gradually regains lost share as restrictions relax

#### PROSPECTS AND OPPORTUNITIES

- Further declines likely in line with built-in technology and substitution by smartphones
- Growing market for premium in-car speakers
- Introduction of 5G and built-in technology to further compound after-sales demand woes

#### CATEGORY DATA

- Table 31 - Sales of In-Car Entertainment by Category: Volume 2017-2022
- Table 32 - Sales of In-Car Entertainment by Category: Value 2017-2022
- Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2017-2022
- Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2017-2022
- Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2018-2022
- Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2019-2022
- Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2017-2022
- Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2022-2027
- Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2022-2027
- Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2022-2027
- Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2022-2027

## Home Audio and Cinema in South Korea

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

- Home theatre trend in line with pandemic-enforced seclusion
- Domestic players set to gain further share in 2022
- Specialists remain dominant as consumers appreciate in-store expertise

#### PROSPECTS AND OPPORTUNITIES

- Further growth predicted for home cinema and speaker systems
- Popularity of short-form content likely to pull younger consumers away from traditional home entertainment hubs
- Younger consumers attracted to retro appeal of analogue music

#### CATEGORY DATA

- Table 42 - Sales of Home Audio and Cinema by Category: Volume 2017-2022
- Table 43 - Sales of Home Audio and Cinema by Category: Value 2017-2022
- Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2017-2022
- Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2017-2022

- Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2018-2022
- Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2019-2022
- Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2018-2022
- Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2022-2027
- Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2022-2027
- Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2022-2027
- Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2022-2027

## Home Video in South Korea

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

- Larger televisions continue to gain in popularity but gamers drive demand for smaller models
- OLED TVs continue to gain share from dominant LCD TVs
- Growing demand for private label televisions

#### PROSPECTS AND OPPORTUNITIES

- Further switch from LCD TVs to OLED format in South Korea as prices fall
- Increasing polarisation in terms of television screen size
- Premium quality increasingly offered by smaller televisions

#### CATEGORY DATA

- Table 53 - Sales of Home Video by Category: Volume 2017-2022
- Table 54 - Sales of Home Video by Category: Value 2017-2022
- Table 55 - Sales of Home Video by Category: % Volume Growth 2017-2022
- Table 56 - Sales of Home Video by Category: % Value Growth 2017-2022
- Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2017-2022
- Table 58 - NBO Company Shares of Home Video: % Volume 2018-2022
- Table 59 - LBN Brand Shares of Home Video: % Volume 2019-2022
- Table 60 - Distribution of Home Video by Channel: % Volume 2017-2022
- Table 61 - Forecast Sales of Home Video by Category: Volume 2022-2027
- Table 62 - Forecast Sales of Home Video by Category: Value 2022-2027
- Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2022-2027
- Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2022-2027
- Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2022-2027

## Headphones in South Korea

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

- Demand for headphones continues to rise in South Korea, driven by TWS earbuds
- Protecting ear health when wearing TWS earbuds
- Headphones led by smartphone manufacturers

#### PROSPECTS AND OPPORTUNITIES

- Improving technology likely to drive sales of TWS earbuds
- Preference for premium headphones
- Rising interest in OTT and audio book content anticipated to support growth

#### CATEGORY DATA

- Table 66 - Sales of Headphones by Category: Volume 2017-2022
- Table 67 - Sales of Headphones by Category: Value 2017-2022

- Table 68 - Sales of Headphones by Category: % Volume Growth 2017-2022
- Table 69 - Sales of Headphones by Category: % Value Growth 2017-2022
- Table 70 - NBO Company Shares of Headphones: % Volume 2018-2022
- Table 71 - LBN Brand Shares of Headphones: % Volume 2019-2022
- Table 72 - Distribution of Headphones by Channel: % Volume 2017-2022
- Table 73 - Forecast Sales of Headphones by Category: Volume 2022-2027
- Table 74 - Forecast Sales of Headphones by Category: Value 2022-2027
- Table 75 - Forecast Sales of Headphones by Category: % Volume Growth 2022-2027
- Table 76 - Forecast Sales of Headphones by Category: % Value Growth 2022-2027

## Imaging Devices in South Korea

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

- Digital camera producers target niche sales as they continue to face challenges
- Mirrorless digital cameras continue to gain share in declining category
- Digital camcorder usage both inside and outside of the home

#### PROSPECTS AND OPPORTUNITIES

- Continuous decline for digital cameras expected
- Some potential for digital camcorders

#### CATEGORY DATA

- Table 77 - Sales of Imaging Devices by Category: Volume 2017-2022
- Table 78 - Sales of Imaging Devices by Category: Value 2017-2022
- Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2017-2022
- Table 80 - Sales of Imaging Devices by Category: % Value Growth 2017-2022
- Table 81 - NBO Company Shares of Imaging Devices: % Volume 2018-2022
- Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2019-2022
- Table 83 - Distribution of Imaging Devices by Channel: % Volume 2017-2022
- Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2022-2027
- Table 85 - Forecast Sales of Imaging Devices by Category: Value 2022-2027
- Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2022-2027
- Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2022-2027

## Mobile Phones in South Korea

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

- Popularity of unlocking smartphones
- Samsung retains dominance of smartphones
- Expanding 5G smartphones

#### PROSPECTS AND OPPORTUNITIES

- Increasing popularity of foldable phones
- Further competition within mid- to low-priced smartphones
- New players enter smartphones

#### CATEGORY DATA

- Table 88 - Sales of Mobile Phones by Category: Volume 2017-2022
- Table 89 - Sales of Mobile Phones by Category: Value 2017-2022
- Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2017-2022

- Table 91 - Sales of Mobile Phones by Category: % Value Growth 2017-2022
- Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2019-2022
- Table 93 - NBO Company Shares of Mobile Phones: % Volume 2018-2022
- Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2019-2022
- Table 95 - Distribution of Mobile Phones by Channel: % Volume 2017-2022
- Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2022-2027
- Table 97 - Forecast Sales of Mobile Phones by Category: Value 2022-2027
- Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2022-2027
- Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2022-2027
- Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2022-2027

## Portable Players in South Korea

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

- Wireless speakers increasingly driven by outdoor activities
- Main audience of e-readers comprised of younger consumers
- KT Corp strengthens leadership due to presence in wireless speakers

#### PROSPECTS AND OPPORTUNITIES

- Wireless speakers will continue to drive category sales
- Audiobooks an alternative to e-readers
- Retro marketing for portable multimedia players

#### CATEGORY DATA

- Table 101 - Sales of Portable Players by Category: Volume 2017-2022
- Table 102 - Sales of Portable Players by Category: Value 2017-2022
- Table 103 - Sales of Portable Players by Category: % Volume Growth 2017-2022
- Table 104 - Sales of Portable Players by Category: % Value Growth 2017-2022
- Table 105 - NBO Company Shares of Portable Players: % Volume 2018-2022
- Table 106 - LBN Brand Shares of Portable Players: % Volume 2019-2022
- Table 107 - Distribution of Portable Players by Channel: % Volume 2017-2022
- Table 108 - Forecast Sales of Portable Players by Category: Volume 2022-2027
- Table 109 - Forecast Sales of Portable Players by Category: Value 2022-2027
- Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2022-2027
- Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2022-2027

## Wearable Electronics in South Korea

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

- Smartwatches that enhance healthcare by tracking data
- Home exercise trend continues
- Increasing competition within wearable electronics

#### PROSPECTS AND OPPORTUNITIES

- Diverse content and services to further drive development and demand for wearable electronics
- Increasing health-consciousness to drive sales of smart wearables
- Strong penetration of e-commerce within wearable electronics

#### CATEGORY DATA

- Table 112 - Sales of Wearable Electronics by Category: Volume 2017-2022

Table 113 - Sales of Wearable Electronics by Category: Value 2017-2022

Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2017-2022

Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2017-2022

Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2018-2022

Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2019-2022

Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2017-2022

Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2022-2027

Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2022-2027

Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2022-2027

Table 122 - Forecast Sales of Wearable Electronics 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/consumer-electronics-in-south-korea/report](http://www.euromonitor.com/consumer-electronics-in-south-korea/report).