



Homewares in South Korea

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Homewares witnesses growth as demand for dining, kitchenware and furniture rises
Groupe SEB Korea and Thermos Korea leads homewares through product innovation and localisation
Grocery retailers are key distribution channel for homewares

PROSPECTS AND OPPORTUNITIES

Kitchenware to post best performance as economic challenges limit growth
Demand for stove-top cookware declines as modern appliances and space-saving solutions gain popularity
Corelle's Duranano cookware collection grows in popularity due to its sustainable, health-conscious design and advanced nanotechnology

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DISCLAIMER

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