



# Mobile Phones in South Korea

July 2024

Table of Contents

## Mobile Phones in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Positive performance for smartphones, despite high degree of saturation

Rising preference for iPhones amongst younger generations

Galaxy phones remain popular amongst a range of demographics but marketing of devices to children could damage brand perception

#### PROSPECTS AND OPPORTUNITIES

Decline in sales of smartphones, as market becomes increasingly saturated

Samsung will seek to retain its dominance through various initiatives, including ecosystem compatibility and the targeting of younger consumers

Advancements in AI Integration will be key to success

#### CATEGORY DATA

Table 1 - Sales of Mobile Phones by Category: Volume 2019-2024

Table 2 - Sales of Mobile Phones by Category: Value 2019-2024

Table 3 - Sales of Mobile Phones by Category: % Volume Growth 2019-2024

Table 4 - Sales of Mobile Phones by Category: % Value Growth 2019-2024

Table 5 - Sales of Smartphones by Screen Size: % Retail Volume 2021-2024

Table 6 - NBO Company Shares of Mobile Phones: % Volume 2020-2024

Table 7 - LBN Brand Shares of Mobile Phones: % Volume 2021-2024

Table 8 - Distribution of Mobile Phones by Channel: % Volume 2019-2024

Table 9 - Forecast Sales of Mobile Phones by Category: Volume 2024-2029

Table 10 - Forecast Sales of Mobile Phones by Category: Value 2024-2029

Table 11 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029

Table 13 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

## Consumer Electronics in South Korea - Industry Overview

### EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

#### MARKET DATA

Table 14 - Sales of Consumer Electronics by Category: Volume 2019-2024

Table 15 - Sales of Consumer Electronics by Category: Value 2019-2024

Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

### DISCLAIMER

### 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/mobile-phones-in-south-korea/report](http://www.euromonitor.com/mobile-phones-in-south-korea/report).