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# Home Laundry Appliances in South Korea

December 2023

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## Home Laundry Appliances in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive performance for home laundry appliances, driven by high demand for dryers

Automatic washer dryers experience stagnation due to economic turndown

Home laundry appliances with pet care features emerging to target rising number of households with pets

#### PROSPECTS AND OPPORTUNITIES

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