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# Home Laundry Appliances in South Korea

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Resilient volume demand for automatic dryers amidst decline for overall home laundry appliances  
LG and Samsung both introduce all-in-one washer dryers  
Physical channels remain dominant, while retail e-commerce gains significance

PROSPECTS AND OPPORTUNITIES

Solid growth expected during the forecast period, with advances in technology  
Unit price of automatic dryers expected to drop in the forecast period with the rise of single households  
Top-loading washing machines expected to maintain demand

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Consumer Appliances in South Korea - Industry Overview

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