

Small Cooking Appliances in South Korea

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Small Cooking Appliances in South Korea - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate decline amidst economic slowdown and post-pandemic normalisation Dongsuh Foods enters coffee machines Players aim to reduce their reliance on rice cookers as consumer habits change

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Small cooking appliances with reduced noise levels expected to attract attention Brands expand customer engagement through experiential pop-up stores Niche demand for premium coffee machines

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