



# Home and Garden in South Korea

June 2025

Table of Contents

EXECUTIVE SUMMARY

Home and garden in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments  
What next for home and garden?

MARKET DATA

- Table 1 - Sales of Home and Garden by Category: Value 2019-2024
- Table 2 - Sales of Home and Garden by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Home and Garden: % Value 2020-2024
- Table 4 - LBN Brand Shares of Home and Garden: % Value 2021-2024
- Table 5 - Penetration of Private Label in Home and Garden by Category: % Value 2019-2024
- Table 6 - Distribution of Home and Garden by Format: % Value 2019-2024
- Table 7 - Distribution of Home and Garden by Format and Category: % Value 2024
- Table 8 - Forecast Sales of Home and Garden by Category: Value 2024-2029
- Table 9 - Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home improvement grows well driven by DIY culture, ageing apartments and wellness trends  
LG Hausys and Hansol Homedeco lead with innovation in design, eco-friendly materials and lifestyle-driven solutions  
Home improvement and gardening stores remains the dominant distribution channel

PROSPECTS AND OPPORTUNITIES

Home improvement set to prosper amid ageing homes and DIY culture  
Focus on eco-friendly, space-efficient, and tech-driven products in bathrooms, flooring, and hand tools  
Leading player unveils sustainable luxury vinyl tiles

CATEGORY DATA

- Table 10 - Sales of Home Improvement by Category: Value 2019-2024
- Table 11 - Sales of Home Improvement by Category: % Value Growth 2019-2024
- Table 12 - NBO Company Shares of Home Improvement: % Value 2020-2024
- Table 13 - LBN Brand Shares of Home Improvement: % Value 2021-2024
- Table 14 - Distribution of Home Improvement by Format: % Value 2019-2024
- Table 15 - Forecast Sales of Home Improvement by Category: Value 2024-2029
- Table 16 - Forecast Sales of Home Improvement by Category: % Value Growth 2024-2029

KEY DATA FINDINGS

2024 DEVELOPMENTS

Gardening category thrives amid urban demand and government backing  
99 Flower Co Ltd and Nongwoo Bio Co Ltd bring innovation to the gardening category

Home improvement and gardening stores lead growth in home gardening

PROSPECTS AND OPPORTUNITIES

Healthy growth in gardening will be driven by urbanisation and e-commerce  
Floriculture and government initiatives set the stage for growth of horticulture  
Technological advances will bring new smart gardening solutions

CATEGORY DATA

- Table 17 - Sales of Gardening by Category: Value 2019-2024
- Table 18 - Sales of Gardening by Category: % Value Growth 2019-2024
- Table 19 - NBO Company Shares of Gardening: % Value 2020-2024
- Table 20 - LBN Brand Shares of Gardening: % Value 2021-2024
- Table 21 - Distribution of Gardening by Format: % Value 2019-2024
- Table 22 - Forecast Sales of Gardening by Category: Value 2024-2029
- Table 23 - Forecast Sales of Gardening by Category: % Value Growth 2024-2029

Homewares in South Korea

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

CATEGORY DATA

- Table 24 - Sales of Homewares by Category: Value 2019-2024
- Table 25 - Sales of Homewares by Category: % Value Growth 2019-2024
- Table 26 - Sales of Homewares by Material: % Value 2019-2024
- Table 27 - NBO Company Shares of Homewares: % Value 2020-2024
- Table 28 - LBN Brand Shares of Homewares: % Value 2021-2024
- Table 29 - Distribution of Homewares by Format: % Value 2019-2024
- Table 30 - Forecast Sales of Homewares by Category: Value 2024-2029
- Table 31 - Forecast Sales of Homewares by Category: % Value Growth 2024-2029

Home Furnishings in South Korea

KEY DATA FINDINGS

2024 DEVELOPMENTS

Urban consumers seek home furnishings to create stylish and functional outdoor spaces  
Hanssem Co Ltd holds notable lead in home furnishings  
Homewares and home furnishing stores take the lead in distribution

PROSPECTS AND OPPORTUNITIES

Solid future growth in home furnishings in alignment with urbanisation and lifestyle shifts  
Indoor living is expected to grow well amid rising demand for stylish, space-saving designs  
Modular indoor furniture is expected to grow well during the forecast period

CATEGORY DATA

Table 32 - Sales of Home Furnishings by Category: Value 2019-2024

Table 33 - Sales of Home Furnishings by Category: % Value Growth 2019-2024

Table 34 - NBO Company Shares of Home Furnishings: % Value 2020-2024

Table 35 - LBN Brand Shares of Home Furnishings: % Value 2021-2024

Table 36 - LBN Brand Shares of Light Sources: % Value 2021-2024

Table 37 - Distribution of Home Furnishings by Format: % Value 2019-2024

Table 38 - Forecast Sales of Home Furnishings by Category: Value 2024-2029

Table 39 - Forecast Sales of Home Furnishings by Category: % Value Growth 2024-2029

## 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/home-and-garden-in-south-korea/report](http://www.euromonitor.com/home-and-garden-in-south-korea/report).