



# Polishes in South Korea

April 2026

Table of Contents

## Polishes in South Korea - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Polishes Summary

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Polishes

#### INDUSTRY PERFORMANCE

Changing Consumer Preferences and Multifunctionality Drive Market Contraction

Evolving Product Formats Become Essential for Brands to Stay Relevant

Health and Wellness Trends Present Opportunities in Polishes

Chart 2 - Value Sales in Polishes 2020-2030

Chart 3 - Volume Sales in Polishes 2020-2030

Chart 4 - Value Sales in Polishes by Category 2025

#### WHAT'S NEXT?

Multifunctional Surface Cleaners Set to Drive Decline in Polishes

Shoe Polish Expected to Remain Largest Category Despite Decline

Innovation in Niche Markets Set to Aid Brands in Maintaining Relevance

Chart 5 - Forecast Value Sales in Polishes 2020-2030

Chart 6 - Forecast Value Sales in Polishes by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Leading Brands Maintain Share in a Declining Market

Chart 7 - Company Shares in Polishes 2025

Chart 8 - Brand Shares in Polishes 2025

#### CHANNELS

E-Commerce Drives Sales of Polishes with Convenience and Variety

Chart 9 - Retail Channels for Polishes 2020-2025

#### ECONOMIC CONTEXT

Chart 10 - Economic Context for Polishes

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 13 - Consumer Context for Polishes

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Home Care in South Korea - Industry Overview](#)

#### EXECUTIVE SUMMARY

2025 Developments

#### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Home Care

## INDUSTRY PERFORMANCE

Slow Value Growth Masks Significant Innovation in Product Formats

Chart 18 - Lion Korea and Aekyung Expand Capsule Detergent Lines to Meet Demand for Compact, Easy Formats

Premiumisation Boosts Dishwashing Sales

Chart 19 - Mongdies Launches Premium Baby-Safe Auto Dishwashing Detergent for Korean Families with Babies

Mood-Boosting Ingredients Gain Traction

Chart 20 - Downy Launches 'White Tea' Fabric Softener with Hotel-Inspired Fragrance

Chart 21 - Value Sales in Home Care 2020-2030

Chart 22 - Volume Sales in Home Care 2020-2030

Chart 23 - Value Sales in Home Care by Category 2025

## WHAT'S NEXT?

Laundry Care Maintains Dominance with Convenience-Driven Innovations

Chart 24 - Analyst Insight for Home Care

Surface Care and Air Care Gain Traction with Premium and Wellness-Focused Products

Evolving Product Formats and Premiumisation Drive Business Growth

Chart 25 - Forecast Value Sales in Home Care 2020-2030

Chart 26 - Forecast Value Sales in Home Care by Category 2025-2030

## COMPETITIVE LANDSCAPE

Lg?H&H?Co Ltd and Henkel Home Care Korea Ltd Lead through Innovation

Strategic Acquisitions and Innovations Reshape Market Dynamics

Chart 27 - Company Shares in Home Care 2025

Chart 28 - Brand Shares in Home Care 2025

## CHANNELS

E-Commerce Dominates Home Care Sales in South Korea

Chart 29 - Retail Channels for Home Care 2020-2025

## ECONOMIC CONTEXT

Chart 30 - Economic Context for Home Care

Chart 31 - Real GDP Growth 2020-2030

Chart 32 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 33 - Consumer Context for Home Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

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