



Euromonitor
International

LG Corp in Consumer Appliances

June 2024

Table of Contents

INTRODUCTION

Scope
Executive summary

STATE OF PLAY

Top companies at a glance
LG Corp's global footprint
Company overview
A government initiative that directly impacts the appliance industry in India
Growth decomposition

EXPOSURE TO FUTURE GROWTH

Exposure to growth
Home as a Service has potential as customers are more open to new forms of services
LG ThinQ UP 2.0 transforms home appliances with personalisation and servitisation
Electrification, servitisation and digitalisation as key focus areas for LG's sustained growth
Projected rankings

COMPETITIVE POSITIONING

Relative performance
Key categories and markets
Key brands
LG presents Universal UP Kit with more innovations expected in accessibility tech
Universal UP Kit enhancing accessibility for all LG appliance users

MAJOR APPLIANCES

Major appliance sales by region
Top countries by category
Projected major appliance sales
LG cuts down on microplastic emissions with innovative washing machines
What next for consumer appliances in developed markets?
Exploring opportunities in product upgrade and replacement
However, energy costs limit automatic laundry in developing markets
LG awarded 2024 Energy Star Partner of the Year

SMALL APPLIANCES

Small appliance sales by region
Top countries by category
Projected small appliance sales
Elevating interiors with LG's stylish air treatment solutions
LG's Smart Cottage at IFA23 showcased energy management capabilities

KEY FINDINGS

Key findings

APPENDIX

Projected company sales: FAQs (1/2)
Projected company sales: FAQs (2/2)

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/lg-corp-in-consumer-appliances/report.