



Euromonitor
International

Refrigeration Appliances in South Korea

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Single-person households pushes demand for compact smart products

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Samsung drives premiumisation with AI-powered refrigerators

Chart 2 - Samsung Launches Refrigerator that Combines Freshness and Convenience with AI

Appliance-as-a-service trend redefines ownership

Chart 3 - LG Launches STEM Ice-Purifying Refrigerator with Enhanced Care Service

Compact design meets versatility

WHAT'S NEXT?

Samsung and LG to drive premiumisation with AI-powered models

Refrigerator as a smart home hub

Service-based business models emerge as key differentiator

Chart 4 - Analyst Insight

COMPETITIVE LANDSCAPE

Samsung and LG maintain dominance in refrigeration appliances

Price-driven rivals fail to close the gap with top brands

CHANNELS

Appliances and electronics specialists dominate sales

E-commerce gains traction with competitive pricing

PRODUCTS

Pulmuone launches multi-functional refrigerator with fermentation control technology

Chart 5 - Pulmuone Launches 148L Kimchi Refrigerator with Multi-Purpose Storage

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in South Korea - Industry Overview

EXECUTIVE SUMMARY

Smart technologies and premiumisation lead market transformation

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

AI technology transforms appliances into proactive home management assistants

Chart 7 - Analyst Insight

Samsung boosts sales with multi-functional appliances

Chart 8 - Samsung Launches Infinite AI Combo, All-In-One Washer-Dryer with a Smart Home Hub

Premium appliances blend luxury with cutting-edge technology

WHAT'S NEXT?

AI at the centre of smart home ecosystem

Appliance-as-a-service creates new revenue streams

Urban living drives demand for customisable high-end appliances

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Samsung and LG maintain dominance through innovation
Robot vacuum surge fuels competition beyond South Korea's leaders
Navien magic enters market with ambitious expansion plan

CHANNELS

Influencers drive e-commerce growth in small appliances
Appliances and electronics specialists maintain strong offline presence
Social commerce emerges as a powerful e-commerce driver

PRODUCTS

AI Technology from LG Electronics reduces household burdens and enhances convenience
Chart 10 - LG Electronics Launches AI-Powered Whisen Air Conditioner with Radar Sensor
Premium robot vacuums integrate seamlessly into home interiors
Chart 11 - LG Electronics to Launch Built-In and Dual-Steam Robot Vacuum Cleaner

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030
Chart 13 - PEST Analysis in South Korea 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in South Korea 2025
Chart 15 - Consumer Landscape in South Korea 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/refrigeration-appliances-in-south-korea/report.