



Euromonitor
International

Home Insecticides in South Korea

April 2026

Table of Contents

Home Insecticides in South Korea - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Insecticides Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Insecticides

INDUSTRY PERFORMANCE

Slow Growth Driven by Climate and Consumer Behaviour

Spray/Aerosol Insecticides Dominates Due to Convenience

Chart 2 - Dongsung Launches 'Biokill' Insecticide with Long-Lasting, Odorless, Water-Based Formula

Dongsung's Biokill Exemplifies Health-Conscious Innovation

Chart 3 - Value Sales in Home Insecticides 2020-2030

Chart 4 - Volume Sales in Home Insecticides 2020-2030

Chart 5 - Value Sales in Home Insecticides by Category 2025

WHAT'S NEXT?

Innovation in Eco-Friendly Solutions Expected to Influence Future Performance

Chart 6 - Analyst Insight for Home Insecticides

Spray/Aerosol Insecticides Anticipated to Remain Dominant Category

Eco-Friendly Solutions Expected to Drive Future Growth

Chart 7 - Forecast Value Sales in Home Insecticides 2020-2030

Chart 8 - Forecast Value Sales in Home Insecticides by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Dominance through Legacy and Innovation

Chart 9 - Company Shares in Home Insecticides 2025

Chart 10 - Brand Shares in Home Insecticides 2025

CHANNELS

Retail E-Commerce Leads Home Insecticides' Sales through Convenience

Hypermarkets Gain Share through Bulk Purchases and Promotions

Chart 11 - Retail Channels for Home Insecticides 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Home Insecticides

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Home Insecticides

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - 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 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Slow Value Growth Masks Significant Innovation in Product Formats

Chart 20 - Lion Korea and Aekyung Expand Capsule Detergent Lines to Meet Demand for Compact, Easy Formats

Premiumisation Boosts Dishwashing Sales

Chart 21 - Mongdies Launches Premium Baby-Safe Auto Dishwashing Detergent for Korean Families with Babies

Mood-Boosting Ingredients Gain Traction

Chart 22 - Downy Launches 'White Tea' Fabric Softener with Hotel-Inspired Fragrance

Chart 23 - Value Sales in Home Care 2020-2030

Chart 24 - Volume Sales in Home Care 2020-2030

Chart 25 - Value Sales in Home Care by Category 2025

WHAT'S NEXT?

Laundry Care Maintains Dominance with Convenience-Driven Innovations

Chart 26 - 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 27 - Forecast Value Sales in Home Care 2020-2030

Chart 28 - 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 29 - Company Shares in Home Care 2025

Chart 30 - Brand Shares in Home Care 2025

CHANNELS

E-Commerce Dominates Home Care Sales in South Korea

Chart 31 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real GDP Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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/home-insecticides-in-south-korea/report.