

Korean Home Furnishings Market: Size, Trends & Forecasts (2016-2020)

June 2016



Korea Home Furnishings Market Report

Scope of the Report

The report titled “Korean Home Furnishings Market: Size, Trends & Forecasts (2016-2020)”, provides an in-depth analysis of the Korean home furnishings market. The report also gives an insight of the Korean home furnishings market by segments. The report also includes the analysis of the Korean furnishing market by branding and distribution channels. The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall Korean housing furnishings market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends. The competition in the Korean home furnishings market is fragmented with numerous individual non-brand furniture makers accounting for a large proportion of the total market. But due to the changing consumers’ preferences and increasing penetration of the branded furniture makers by partnering with local furniture makers, the Korean home furnishings market is dominated by the three big players, Hanssem Co. Ltd, Hyundai Livart Furniture Co. Ltd and Enex Co. Ltd. Further, key players of the Korean Home Furnishings Market Hanssem Co. Ltd, Hyundai Livart Furniture Co. Ltd and Enex Co. Ltd are also profiled with their financial information and respective business strategies.

Company Coverage

Hanssem Co. Ltd.

Hyundai Livart Furniture Co. Ltd.

Enex Co. Ltd.

Korea Home Furnishings Market Report

Executive Summary

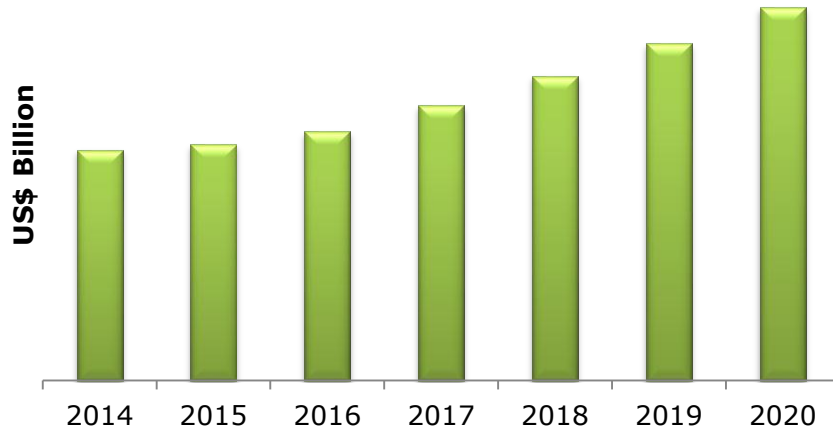
The home furnishings refer to the category of products which occupy the physical ambience of a house and make it worthy to live in. The items of home furnishings include furniture, upholstery, carpets, bedding and wall coverings, and soft home furnishings such as bedspreads, linens, Figurecloth , etc. The home furnishings market can be segmented into furniture market and home furniture accessories market. Home furnishings retailers include national chains and independent stores. The retailers over a time period change displays and product mix to reflect seasonal variations in demand of home furnishings.

The target customer for home furnishing market is a woman who are brand and fashion conscious. The skills required from home furnishing workers are relatively low. Average hourly industry wages are significantly lower than the average for all workers. Due to the seasonality of sales, stores employ a large number of part-time workers. The globalization of companies has penetrated into the field of furnishings also, thus allowing the top players to expand their operations and meet customer needs across the boundaries. The Korean home furnishings market can be segmented on the basis of branding and on the basis of distribution channels.

The Korean home furnishings market is expected to increase at a significant CAGR during the years 2016-2020. The Korean home furnishings market is expected to increase due to growth in real demand for houses for living purpose than investment purpose, increased interest in cooking, growing housing market of Korea, rising supply of houses and increasing 1-2 member households, etc. Yet the market faces some challenges such as, volatile macro economic factors, oversupply of houses and increasing aging population.

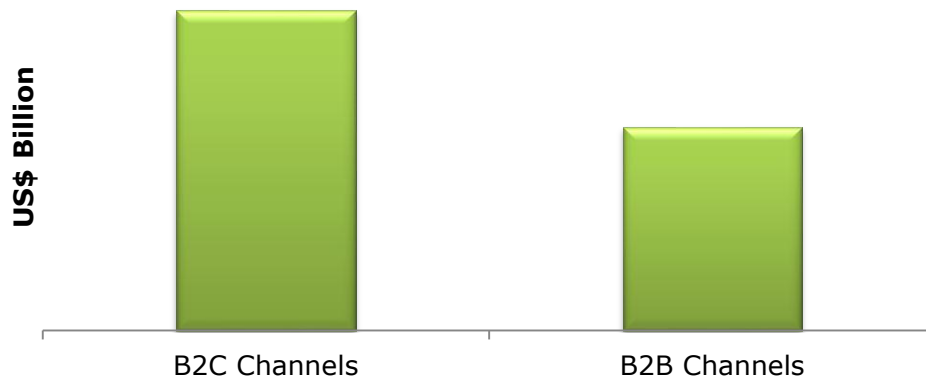
Korea Home Furnishings Market Overview

Korea Home Furnishings Market by Value; 2014-2020 (US\$ Billion)

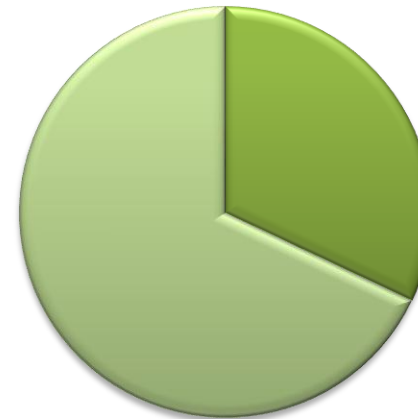


The Korea home furnishings market in 2020 is valued at US\$... billion, up by ...% as compared to 2014. This market is forecasted to reach US\$.....billion in 2020, at a CAGR of%.The increase in the Korea home furnishings market is expected due to increasing..... and rising... The Korean home furnishings market can be segmented on the basis of branding and distribution channel.

Korea Home Furnishings Market by Distribution Channel; 2014 (US\$ Billion)

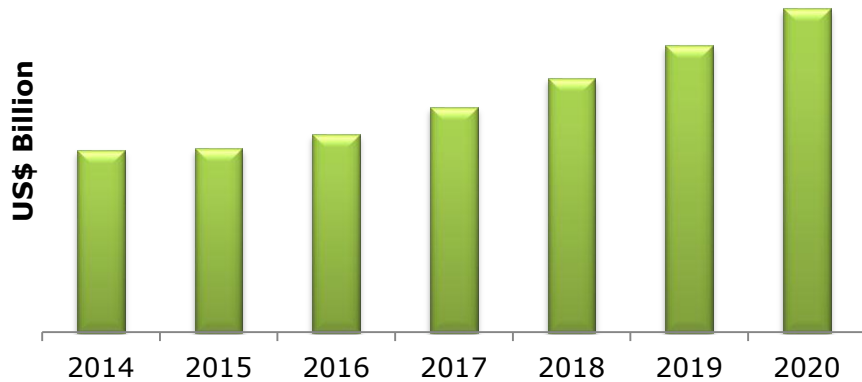


Korea Home Furnishings Market by Branding; 2014

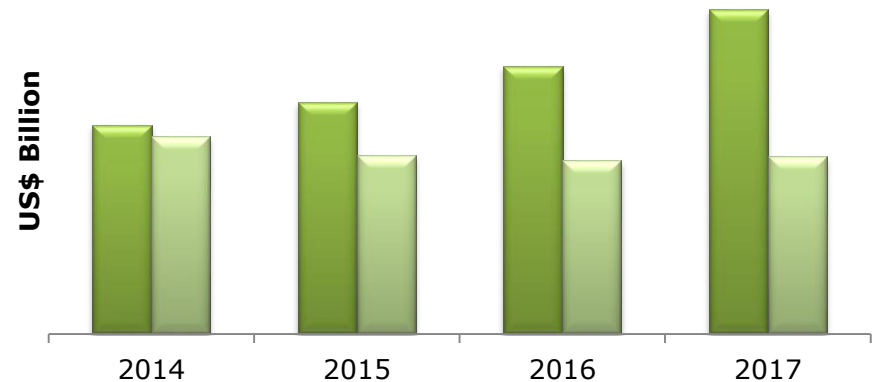


Korea B2B Home Furnishings Market Overview

Korean B2B Home Furnishings Market by Value ; 2014-2020 (US\$ Billion)



Korean B2B Home Furnishings Market by Sub-Segments ; 2014-2017 (US\$ Billion)



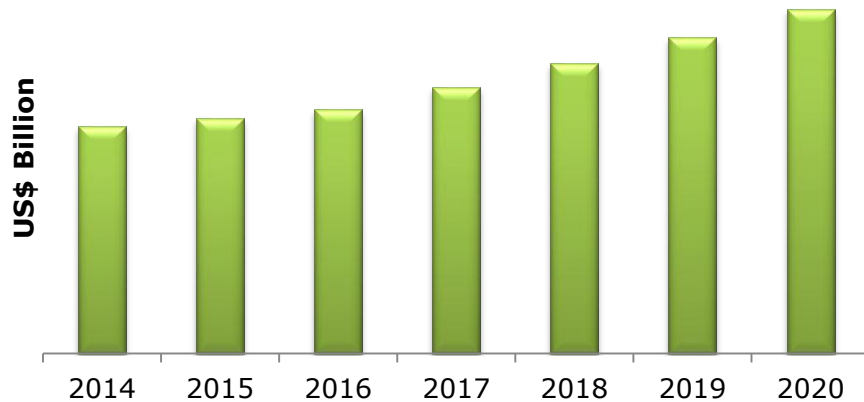
Korean B2B Home Furnishings Market by Branding; 2014



The Korean B2B home furnishings market is valued at US\$....billion in 2014 and is forecasted to increase to US\$....billion in 2020. This increase is expected due to increasing..... The Korean B2B home furnishings market can be segmented on the basis of ...&..... The Korean B2B home furnishings market is at US\$....billion in 2014 and is expected to increase in future due to.....

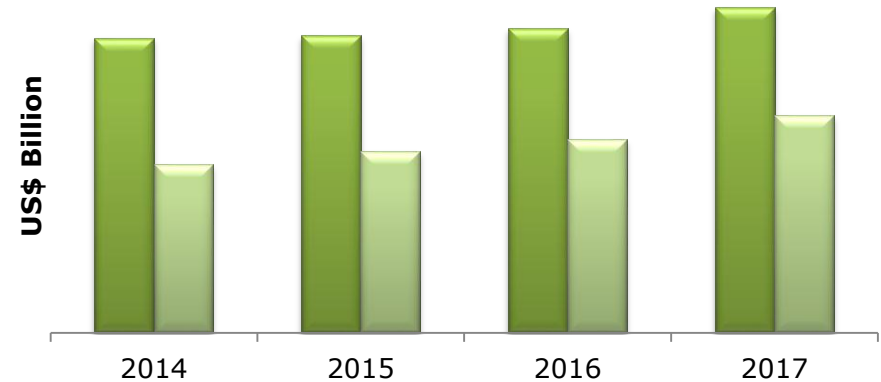
Korea B2C Home Furnishings Market Overview

Korean B2C Home Furnishings Market by Value ; 2014-2020 (US\$ Billion)



The Korean B2C home furnishings market is valued at US\$....billion in 2020, up by....% as compared to 2014. This increase is there due to..... The Korean B2C home furnishings market is forecasted to increase to US\$.....billion in 2020, at a CAGR of ...%. The Korean B2C home furnishings market can be segmented on the basis of branding and distribution channels. The distribution channel can further be segregated into.... and

Korean B2C Market by Sub-Segments ; 2014-2017



Korean B2C Home Furnishings Market by Branding ; 2014

