



Polishes in South Korea

April 2026

Table of Contents

Polishes in South Korea - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Changing Consumer Preferences and Multifunctionality Drive Market Contraction

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

Slow Value Growth Masks Significant Innovation in Product Formats

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.