



Euromonitor  
International

# Consumer Electronics in South Korea

July 2025

Table of Contents

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture  
2025 key trends  
Competitive landscape  
Channel developments  
What next for consumer electronics?

MARKET DATA

- Table 1 - Sales of Consumer Electronics by Category: Volume 2020-2025
- Table 2 - Sales of Consumer Electronics by Category: Value 2020-2025
- Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025
- Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025
- Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025
- Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025
- Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030
- Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030
- Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030
- Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Computers and Peripherals in South Korea

KEY DATA FINDINGS

2025 DEVELOPMENTS

Transition from desktops to laptops accelerates  
AI Integration and advanced user features drive demand for premium laptops  
Gaming desktops and high-performance monitors emerge as key segments

PROSPECTS AND OPPORTUNITIES

Device convergence and the rise of hybrid form factors  
Connected workspaces and the evolution of peripherals  
Shift towards subscription-based models

CATEGORY DATA

- Table 12 - Sales of Computers and Peripherals by Category: Volume 2020-2025
- Table 13 - Sales of Computers and Peripherals by Category: Value 2020-2025
- Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2020-2025
- Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2020-2025
- Table 16 - Sales of Computers by Category: Business Volume 2020-2025
- Table 17 - Sales of Computers by Category: Business Value MSP 2020-2025
- Table 18 - Sales of Computers by Category: Business Volume Growth 2020-2025
- Table 19 - Sales of Computers by Category: Business Value MSP Growth 2020-2025
- Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2021-2025
- Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2022-2025
- Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2020-2025
- Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2025-2030

Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2025-2030  
 Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2025-2030  
 Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2025-2030  
 Table 27 - Forecast Sales of Computers by Category: Business Volume 2025-2030  
 Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2025-2030  
 Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2025-2030  
 Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2025-2030

## [In-Car Entertainment in South Korea](#)

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Factory integration rapidly shrinks the aftermarket for in-car entertainment  
 Smartphone integration accelerates the decline of standalone devices  
 Retail e-commerce achieves strong gains in share

### PROSPECTS AND OPPORTUNITIES

Further contraction in sales expected for in-car entertainment  
 Aftermarket opportunities in used and car rental car segments  
 Growing sales of electric cars will impact aftermarket in-car entertainment sales

### CATEGORY DATA

Table 31 - Sales of In-Car Entertainment by Category: Volume 2020-2025  
 Table 32 - Sales of In-Car Entertainment by Category: Value 2020-2025  
 Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2020-2025  
 Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2020-2025  
 Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2021-2025  
 Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2022-2025  
 Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2020-2025  
 Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2025-2030  
 Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2025-2030  
 Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2025-2030  
 Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2025-2030

## [Home Audio and Cinema in South Korea](#)

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Home cinema and speaker systems expand as outdated products decline  
 Home cinema systems evolve due to demand for premium, wireless, and immersive experiences  
 Smart home integration and AI-Driven audio experiences accelerate market evolution

### PROSPECTS AND OPPORTUNITIES

Slight decline expected in the forecast period  
 Home cinema and speaker systems provides scope for growth  
 AI-driven personalisation and automation to redefine home audio experiences

### CATEGORY DATA

Table 42 - Sales of Home Audio and Cinema by Category: Volume 2020-2025  
 Table 43 - Sales of Home Audio and Cinema by Category: Value 2020-2025  
 Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2020-2025  
 Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2020-2025

Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2021-2025  
 Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2022-2025  
 Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2021-2025  
 Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2025-2030  
 Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2025-2030  
 Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2025-2030  
 Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2025-2030

## Home Video in South Korea

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

OLED and Premium TV technologies stimulate value growth  
 Samsung's leadership in LCD TV's is becoming challenged by rise of Chinese brands  
 Mini LED and QD-OLED expand the premium segment

#### PROSPECTS AND OPPORTUNITIES

Premium TV technologies to support a softer decline  
 Smart TV and AI Integration become universal  
 Streaming-centric hardware and the end of physical media

#### CATEGORY DATA

Table 53 - Sales of Home Video by Category: Volume 2020-2025  
 Table 54 - Sales of Home Video by Category: Value 2020-2025  
 Table 55 - Sales of Home Video by Category: % Volume Growth 2020-2025  
 Table 56 - Sales of Home Video by Category: % Value Growth 2020-2025  
 Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2020-2025  
 Table 58 - NBO Company Shares of Home Video: % Volume 2021-2025  
 Table 59 - LBN Brand Shares of Home Video: % Volume 2022-2025  
 Table 60 - Distribution of Home Video by Channel: % Volume 2020-2025  
 Table 61 - Forecast Sales of Home Video by Category: Volume 2025-2030  
 Table 62 - Forecast Sales of Home Video by Category: Value 2025-2030  
 Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2025-2030  
 Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2025-2030  
 Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2025-2030

## Wireless Headphones in South Korea

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Wireless headbands stand out in otherwise declining category  
 Noise cancelling technology drives premiumisation in wireless headphones  
 Improved connectivity and battery life boosts TWS earbuds

#### PROSPECTS AND OPPORTUNITIES

Wireless headbands and TWS earbuds to drive category performance  
 Samsung faces challenges in TWS earbuds  
 Personalised sound profiles enhance user experience in wireless headphones

#### CATEGORY DATA

Table 66 - Sales of Wireless Headphones by Category: Volume 2020-2025  
 Table 67 - Sales of Wireless Headphones by Category: Value 2020-2025

Table 68 - Sales of Wireless Headphones by Category: % Volume Growth 2020-2025  
 Table 69 - Sales of Wireless Headphones by Category: % Value Growth 2020-2025  
 Table 70 - NBO Company Shares of Wireless Headphones: % Volume 2021-2025  
 Table 71 - LBN Brand Shares of Wireless Headphones: % Volume 2022-2025  
 Table 72 - Distribution of Wireless Headphones by Channel: % Volume 2020-2025  
 Table 73 - Forecast Sales of Wireless Headphones by Category: Volume 2025-2030  
 Table 74 - Forecast Sales of Wireless Headphones by Category: Value 2025-2030  
 Table 75 - Forecast Sales of Wireless Headphones by Category: % Volume Growth 2025-2030  
 Table 76 - Forecast Sales of Wireless Headphones by Category: % Value Growth 2025-2030

## Imaging Devices in South Korea

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Mirrorless cameras dominate as entry-level compact devices fade  
 Hybrid video and photo capabilities drive demand  
 Premium compact and action cameras is attractive niche

#### PROSPECTS AND OPPORTUNITIES

Steady market contraction to continue throughout the forecast period  
 AI and computational imaging becomes standard  
 Content creation drives evolution of imaging devices industry

#### CATEGORY DATA

Table 77 - Sales of Imaging Devices by Category: Volume 2020-2025  
 Table 78 - Sales of Imaging Devices by Category: Value 2020-2025  
 Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2020-2025  
 Table 80 - Sales of Imaging Devices by Category: % Value Growth 2020-2025  
 Table 81 - NBO Company Shares of Imaging Devices: % Volume 2021-2025  
 Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2022-2025  
 Table 83 - Distribution of Imaging Devices by Channel: % Volume 2020-2025  
 Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2025-2030  
 Table 85 - Forecast Sales of Imaging Devices by Category: Value 2025-2030  
 Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2025-2030  
 Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2025-2030

## Mobile Phones in South Korea

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Structural decline in mobile phone market  
 Growing popularity of unlocked phones and budget carriers  
 Samsung introduces subscription-based trade-in model to shorten upgrade cycles

#### PROSPECTS AND OPPORTUNITIES

Samsung and Apple's competitive rivalry expected to intensify  
 AI-Driven smartphones to reshape user experience and stimulate upgrade demand  
 Foldable and slim smartphones continue to develop

#### CATEGORY DATA

Table 88 - Sales of Mobile Phones by Category: Volume 2020-2025  
 Table 89 - Sales of Mobile Phones by Category: Value 2020-2025

Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2020-2025  
Table 91 - Sales of Mobile Phones by Category: % Value Growth 2020-2025  
Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2022-2025  
Table 93 - NBO Company Shares of Mobile Phones: % Volume 2021-2025  
Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2022-2025  
Table 95 - Distribution of Mobile Phones by Channel: % Volume 2020-2025  
Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2025-2030  
Table 97 - Forecast Sales of Mobile Phones by Category: Value 2025-2030  
Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2025-2030  
Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2025-2030  
Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2025-2030

## Portable Players in South Korea

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Modest growth driven by wireless speakers  
Competitive landscape is intensifying  
Wireless speakers emerge as interior decoration elements

#### PROSPECTS AND OPPORTUNITIES

Steady growth anticipated amid ecosystem integration  
AI-powered wireless speakers to drive the next phase of category growth  
AI speakers to play expanding role in social care and public safety

#### CATEGORY DATA

Table 101 - Sales of Portable Players by Category: Volume 2020-2025  
Table 102 - Sales of Portable Players by Category: Value 2020-2025  
Table 103 - Sales of Portable Players by Category: % Volume Growth 2020-2025  
Table 104 - Sales of Portable Players by Category: % Value Growth 2020-2025  
Table 105 - NBO Company Shares of Portable Players: % Volume 2021-2025  
Table 106 - LBN Brand Shares of Portable Players: % Volume 2022-2025  
Table 107 - Distribution of Portable Players by Channel: % Volume 2020-2025  
Table 108 - Forecast Sales of Portable Players by Category: Volume 2025-2030  
Table 109 - Forecast Sales of Portable Players by Category: Value 2025-2030  
Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2025-2030  
Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2025-2030

## Wearable Electronics in South Korea

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Activity devices decline while smart wearables gain momentum  
Xiaomi Corp continues to lead sales  
AI integration accelerates in smartwatches

#### PROSPECTS AND OPPORTUNITIES

Players will need to overcome long replacement cycles through continuous innovation  
Price-competitive Chinese brands poised to expand presence  
From fitness tracking to intelligent preventative healthcare

#### CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2020-2025

Table 113 - Sales of Wearable Electronics by Category: Value 2020-2025

Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2020-2025

Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2020-2025

Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2021-2025

Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2022-2025

Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2020-2025

Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2025-2030

Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2025-2030

Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2025-2030

Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2025-2030

## 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/consumer-electronics-in-south-korea/report](http://www.euromonitor.com/consumer-electronics-in-south-korea/report).