



Food Preparation Appliances in South Korea

February 2026

Table of Contents

Food Preparation Appliances in South Korea - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health trends and multifunctional devices sustain value growth despite volume declines

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Tefal drives growth with health-conscious appliance launches

SharkNinja's entry sparks dynamic growth in blenders

Convenient solutions for South Korea's food preparation

Chart 2 - Maier Introduces All-In-One Wireless Tumbler as Portable Blender Market Expands

WHAT'S NEXT?

Health and wellness trend expected to remain strong

Multi-functionality will continue to attract young and urban consumers

Activating other sub-categories in food preparation appliances

COMPETITIVE LANDSCAPE

Traditional players possess brand presence

Chart 3 - Tefal Targets Health-Conscious Consumers with High-Speed Blender Launch

Market shifts and opportunities with mergers and launches

Chart 4 - SharkNinja Strengthens its Presence in South Korea with Portable Blenders

CHANNELS

E-commerce drives sales with competitive pricing and convenience

Offline retailers adapt to changing consumer preferences

COUNTRY REPORTS DISCLAIMER

[Consumer Appliances in South Korea - Industry Overview](#)

EXECUTIVE SUMMARY

Smart technologies and premiumisation lead market transformation

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

AI technology transforms appliances into proactive home management assistants

Chart 6 - Analyst Insight

Samsung boosts sales with multi-functional appliances

Chart 7 - 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 8 - 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 9 - LG Electronics Launches AI-Powered Whisen Air Conditioner with Radar Sensor

Premium robot vacuums integrate seamlessly into home interiors

Chart 10 - LG Electronics to Launch Built-In and Dual-Steam Robot Vacuum Cleaner

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in South Korea 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in South Korea 2025

Chart 14 - 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/food-preparation-appliances-in-south-korea/report.