



Discounters in South Korea

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

No Brand Leverages Inflationary Pressures to Drive Structural Growth

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

No Brand Leverages Inflationary Pressures to Drive Structural Growth

No Brand'S Private Label Strategy Redefines Value and Loyalty

No Brand Attracts Younger Shoppers through Trend-Led Collaborations

Chart 2 - No Brand'S Youth-Focused Collaborations Reinforce Market Relevance

Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

Adapting to Value-Centric Demand by Expanding Wellness-Focused Ranges

Retailers Leverage In-Store Experiences to Build Loyalty as Price Parity Rises

Discounters to Capitalise on Economic Caution and Stable Consumer Confidence

Chart 4 - No Brand'S Ultra-Low Price Strategy Reinforces Trust and Category Leadership

Chart 5 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

No Brand Expands Product Range and Social Partnerships to Secure Unrivalled Lead

Chart 6 - Analyst Insight for Discounters

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Discounters

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Discounters

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in South Korea - Industry Overview](#)

EXECUTIVE SUMMARY

E-Commerce Platforms Capture Value as Shoppers Seek Savings

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

E-Commerce Platforms Capture Value as Shoppers Seek Savings

Marketplace E-Commerce Leads Sales as Discounters and Variety Stores Attract Bargain Hunters

Chart 16 - No Brand and Daiso Illustrate the Allure of Discount Retail in South Korea

Chart 17 - Gentle Monster'S House Nowear Seoul Redefines Physical Retail Space

Gentle Monster'S Immersive Flagship Blurs the Line between Art and Shopping

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Retail E-Commerce Outpaces All Formats as Social Commerce Accelerates

Chart 20 - Analyst Insight for Retail

Retailers Embrace Channel Convergence and Technology for Growth

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Coupage Extends Its Lead as Digital-First Strategies Reshape Competition

Chart 23 - Bgf Retail Runs Icu, a System to Report and Prevent Child Abuse and Disappearance

Chart 24 - Optima Unveils Its First Urban-Style Curated Pharmacy.

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 27 - Standard Opening Hours by Channel Type 2025

Seasonality

Summer Sale

Black Friday/Korea Sale Festa

ECONOMIC CONTEXT

Chart 28 - Economic Context for Retail

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Retail

Chart 32 - Population 2020-2030

Chart 33 - 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/discounters-in-south-korea/report.