



# Home Products Specialists in South Korea

March 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Growth for home products specialists in 2024, especially pet shops and superstores  
Sales of homewares and home furnishings increasingly move online  
E-Mart's Molly's Pet Shop opens Starfield Suwon outlet

### PROSPECTS AND OPPORTUNITIES

E-commerce set to continue to transform consumers' purchasing behaviour  
New Ikea outlet set to open in Seoul's Godeok Biz Valley  
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What next for retail?

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