Electrical and Electronics Retailing in South Korea - Market Summary and Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019

Description:

Summary
South Korea's retail market for electrical and electronics holds a market share of 9.7% in 2014. The electronics and electrical products market in the country is mature and has been witnessing a decline over the past few years. After a period of steady decline, the market is expected to witness a tepid growth in the coming five years. The market is expected to reach KRW27,391 billion by 2019.

Key Findings
- Online channel is gaining increasing adoption and sales through the channel are expected to grow at a CAGR of 4.6% over the next five years.
- Electrical and electronics specialists will remain the major channel for sales having accounted for 51.3% of the sales in the category
- Computer hardware and software contributed significant share towards the electrical and electronics category group in 2014.

Synopsis
“Electrical and Electronics Retailing in South Korea - Market Summary and Forecasts” is a detailed sector report providing a comprehensive analysis of the emerging trends, forecasts and opportunities to 2019.

What else does this report offer?
- A thorough analysis of consumer trends changing economic and population factors
- Both qualitative and quantitative insights and analysis of the shifting electrical and electronics retail dynamics for communication equipment, computer hardware and software, consumer electronics, household appliances, photographic equipment from 2009 to 2019
- The report further covers the sales of electrical and electronics products through the following channels from 2009 to 2019: Electrical and electronics specialists; online; hypermarkets, supermarkets and hard-discounters; music, video, book, stationery and entertainment software specialists; value, variety stores and general merchandise retailers; department stores; other general and non-specialist direct retailers; cash and carries and warehouse clubs; other specialist retailers and convenience Stores (including Independents) and gas stations
- An overview of key electrical and electronics retailers operating across the product segment and their presence across channels

Reasons To Buy
- Gain a comprehensive knowledge on electrical and electronics sector in the South Korea retail market and develop a competitive advantage from the start of your supply chain
- Investigate current and forecast behaviour trends in electrical and electronics category to identify the best opportunities to exploit
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing the consumer behavior
- Understand the fastest growing categories including communications equipment, computer hardware and software, consumer electronics, household appliances and photographic equipment in the market, with insights on performance across key channels from 2009, with forecasts until 2019
- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the electrical and electronics market.

- Analysis of key international and domestic players operating in the electrical and electronics market - including store counts and revenues that give you a competitive edge - identify opportunities to improve your market share.

Contents:
1 Introduction
  1.1 What is this Report About?
2 Executive Summary and Outlook
3 Market Context
  3.1 Steady economic factors to benefit retailers
    3.1.1 South Korea's export-reliant economy is at crossroads
    3.1.2 Steady rise in savings rate is a concern for retailers
    3.1.3 Services sector continues to be the major sector for employment
    3.1.4 Low inflation levels to benefit retailers
    3.1.5 Rise in consumption expenditure - a positive sign to reckon with
    3.1.6 Increasing urbanization offers growth opportunities for retailers
  3.2 Aging population pose challenges for retailers
4 South Korean Shoppers
  4.1 Retailers adopting omnichannel strategies to increase their customer base
  4.2 Surge in m-commerce with the rise in smartphone ownership and mobile internet penetration
  4.3 Increasing adoption of private label brands threaten national brands
  4.4 Social commerce is on exponential rise in South Korea
  4.5 Luxury retailers are targeting affluent locals
  4.6 Herd consumption behavior rampant in South Korean society with the desire for self-satisfaction growing among single workers
  4.7 Increasing number of international tourists contributing to retail sales
5 Doing Business in South Korea
  5.1 Summary
    5.1.1 Bureaucracy
    5.1.2 Business culture
    5.1.3 Infrastructure and logistics
    5.2 Business reforms in South Korea in the recent past
    5.3 Korea eases rules for foreign investors
6 Retail - Product Sectors
  6.1 Product Sector Analysis
    6.1.1 Electrical and Electronics
    6.2 Electrical and Electronics Category Overview
      6.2.1 Electrical and Electronics by Channel
      6.2.2 Electrical and Electronics by Category
    6.3 Electrical and Electronics Category Analysis
      6.3.1 Communications Equipment
      6.3.2 Computer Hardware and Software
      6.3.3 Consumer Electronics
      6.3.4 Household Appliances
      6.3.5 Photographic Equipment
    6.4 Major Retailers
    6.4.1 Electrical and Electronics
7 Appendix
  7.1 Definitions
    7.1.1 This report provides 2014 actual sales; while forecasts are provided for 2015 - 2019
7.2 Summary Methodology
  7.2.1 Overview
  7.2.2 The triangulated market sizing method
  7.2.3 Industry surveys in the creation of retail market data
  7.2.4 Quality control and standardized processes
7.3 About
7.4 Disclaimer

Table 1: South Korea Electrical and Electronics Retail Sales (KRW bn), by Channel Group, 2009-2014
Table 2: South Korea Electrical and Electronics Retail Sales Forecast (KRW bn), by Channel Group, 2014-2019
Table 3: South Korea Electrical and Electronics Retail Sales (US$ bn), by Channel Group, 2009-2014
Table 4: South Korea Electrical and Electronics Retail Sales Forecast (US$ bn), by Channel Group, 2014-2019
Table 5: South Korea Electrical and Electronics Retail Segmentation (% value), by Channel Group, 2009-2019
Table 6: South Korea Electrical and Electronics Retail Sales (KRW bn), by Category 2009-2014
Table 7: South Korea Electrical and Electronics Retail Sales Forecast (KRW bn), by Category 2014-2019
Table 8: South Korea Electrical and Electronics Retail Sales (US$ bn), by Category 2009-2014
Table 9: South Korea Electrical and Electronics Retail Sales Forecast (US$ bn), by Category 2014-2019
Table 10: South Korea Electrical and Electronics Retail Segmentation (% value), by Category, 2009-2019
Table 11: South Korea Communications Equipment Retail Sales (KRW bn), by Channel Group 2009-2014
Table 12: South Korea Communications Equipment Retail Sales Forecast (KRW bn), by Channel Group, 2014-2019
Table 13: South Korea Communications Equipment Retail Sales (US$ bn), by Channel Group 2009-2014
Table 14: South Korea Communications Equipment Retail Sales Forecast (US$ bn), by Channel Group, 2014-2019
Table 15: South Korea Communications Equipment Retail Segmentation, by Channel Group, 2009-2019
Table 16: South Korea Computer Hardware and Software Retail Sales (KRW bn), by Channel Group, 2009-2014
Table 17: South Korea Computer Hardware and Software Retail Sales Forecast (KRW bn), by Channel Group, 2014-2019
Table 18: South Korea Computer Hardware and Software Retail Sales (US$ bn), by Channel Group, 2009-2014
Table 19: South Korea Computer Hardware and Software Retail Sales Forecast (US$ bn), by Channel Group, 2014-2019
Table 20: South Korea Computer Hardware and Software Retail Segmentation, by Channel Group, 2009-2019
Table 21: South Korea Consumer Electronics Retail Sales (KRW bn), by Channel Group, 2009-2014
Table 22: South Korea Consumer Electronics Retail Sales Forecast (KRW bn), by Channel Group, 2014-2019
Table 23: South Korea Consumer Electronics Retail Sales (US$ bn), by Channel Group, 2009-2014
Table 24: South Korea Consumer Electronics Retail Sales Forecast (US$ bn), by Channel Group, 2014-2019
Table 25: South Korea Consumer Electronics Retail Segmentation, by Channel Group, 2009-2019
Table 26: South Korea Household Appliances Retail Sales (KRW bn), by Channel Group, 2009-2014
Table 27: South Korea Household Appliances Retail Sales Forecast (KRW bn), by Channel Group, 2014-2019
Table 28: South Korea Household Appliances Retail Sales (US$ bn), by Channel Group, 2009-2014
Table 29: South Korea Household Appliances Retail Sales Forecast (US$ bn), by Channel Group, 2014-2019
Table 30: South Korea Household Appliances Retail Segmentation, by Channel Group, 2009-2019
Table 31: South Korea Photographic Equipment Retail Sales (KRW bn), by Channel Group, 2009-2014
Table 32: South Korea Photographic Equipment Retail Sales Forecast (KRW bn), by Channel Group, 2014-2019
Table 33: South Korea Photographic Equipment Retail Sales (US$ bn), by Channel Group, 2009-2014
Table 34: South Korea Photographic Equipment Retail Sales Forecast (US$ bn), by Channel Group, 2014-2019
Table 35: South Korea Photographic Equipment Retail Segmentation, by Channel Group, 2009-2019
Table 36: Key Electrical and Electronics Retailers in South Korea
Table 37: South Korea Communications Equipment Retail Sales (KRW bn), by Channel Group, 2009-2014
Table 38: South Korea Communications Equipment Retail Sales Forecast (KRW bn), by Channel Group, 2014-2019
Table 39: South Korea Communications Equipment Retail Sales (US$ bn), by Channel Group, 2009-2014
Table 40: South Korea Communications Equipment Retail Sales Forecast (US$ bn), by Channel Group, 2014-2019
Table 41: South Korea Communications Equipment Retail Segmentation, by Channel Group, 2009-2019
Figure 1: GDP Value (US$ billion), 2009-2014
Figure 2: Growth Rate of GDP (US$ billion, %), 2009-2014
Figure 3: GDP Value and Growth (KRW billion, %), 2008-2014
Figure 4: Forecasts for GDP Value and Growth (KRW billion, %), 2014-2019
Figure 5: Household Savings Rate (%), 2004-2014
Figure 6: Share of Employment by Sector (%), 2004 and 2014
Figure 7: Unemployment Rate (%), 2005-2014
Figure 8: Inflation Growth Rates (%), 2004-2014
Figure 9: Household Consumption Expenditure of South Korea (KRW billion), 2004 and 2014
Figure 10: Household Consumption Expenditure of Major Countries (US$ billion), 2014
Figure 11: Growth of Household Consumption Expenditure (US$, %), 2004-2014
Figure 12: Rural and Urban Populations (millions) 2004, 2014 and 2019
Figure 13: Total Population and Growth Rate (Millions, %), 2004-2019
Figure 14: Population Split by Gender (%), 2014 and 2019
Figure 15: Population Split by Age Group (%), 2014 and 2019
Figure 16: Per Capita Spend on Retail (KRW), 2006 and 2014
Figure 17: Per Capita Spend (KRW) and Total Retail Spend by Age Group (%), 2006 and 2019
Figure 18: Retailers Adopting Omnichannel Strategies
Figure 19: Increasing penetration of M-commerce
Figure 20: Private label products offered by leading Korean retailers
Figure 21: Size of Korea's s-commerce market (2010-2014)
Figure 22: Luxury retailers strategizing to attract affluent locals
Figure 23: Tourist arrivals to South Korea, (in thousands), 2009 and 2014
Figure 24: Key Components of Doing Business in South Korea
Figure 25: Share of Electrical and Electronics in overall Retail 2014 and 2019
Figure 26: Retail Sales Value and Growth (KRW billion, %) of Electrical and Electronics 2014-2019
Figure 27: Spend per Head on Electrical and Electronics 2014 and 2019
Figure 28: Online Spend in Electrical and Electronics 2014-2019
Figure 29: Online Share of total Electrical and Electronics Spend 2014 and 2019
Figure 30: Spending per Channel in Electrical and Electronics (% 2014 and 2019
Figure 31: South Korea Electrical and Electronics Retail Sales and Forecast (KRW bn), by Channel Group, 2009 -2019
Figure 32: South Korea Electrical and Electronics Retail Market Dynamics, by Channel Group, 2009-2019
Figure 33: South Korea Electrical and Electronics Retail Sales and Forecast (KRW bn), by Category 2009-2019
Figure 34: South Korea Electrical and Electronics Retail Market Dynamics, by Category 2009-2019
Figure 35: South Korea Communications Equipment Retail Sales and Forecast (KRW bn), by Channel Group, 2009-2019
Figure 36: South Korea Computer Hardware and Software Retail Sales and Forecast (KRW bn), by Channel Group, 2009-2019
Figure 37: South Korea Consumer Electronics Retail Sales and Forecast (KRW bn), by Channel Group, 2009-2019
Figure 38: South Korea Household Appliances Retail Sales and Forecast (KRW bn), by Channel Group, 2009-2019
Figure 39: South Korea Photographic Equipment Retail Sales and Forecast (KRW bn), by Channel Group, 2009-2019
Figure 40: The Triangulated Market Sizing Methodology

Ordering:
Order Online - [http://www.researchandmarkets.com/reports/3515460/](http://www.researchandmarkets.com/reports/3515460/)
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Electrical and Electronics Retailing in South Korea - Market Summary and Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019
Web Address: http://www.researchandmarkets.com/reports/3515460/
Office Code: SCBRAJ3T

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format Type</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 1250</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License</td>
<td></td>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 3750</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World