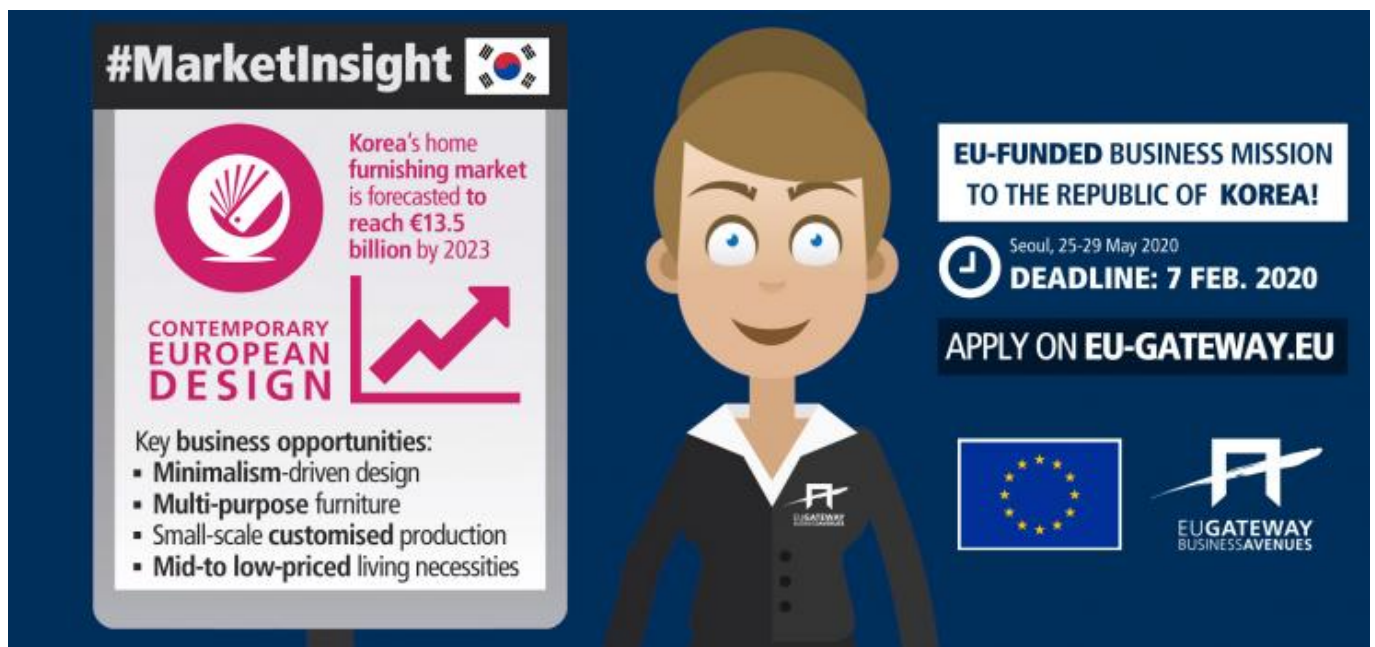





Minimalism, woodwork, light and spatial designs prominent in the Republic of Korea

20 Nov. 2019



#MarketInsight 

 Korea's home furnishing market is forecasted to reach **€13.5 billion** by 2023

CONTEMPORARY EUROPEAN DESIGN 



Key business opportunities:

- Minimalism-driven design
- Multi-purpose furniture
- Small-scale customised production
- Mid-to low-priced living necessities

EU-FUNDED BUSINESS MISSION TO THE REPUBLIC OF KOREA!

Seoul, 25-29 May 2020
DEADLINE: 7 FEB. 2020

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The Korean home furnishing market is forecasted to reach **€13.5 billion by 2023**. The increase in disposable incomes and purchasing power has fuelled demand for design-oriented lifestyles.

Woodwork, matching sets, light and spatial design are in trend. The main consumer base are in their 20s and 40s, living in single-person households or single child families. **Minimalism** is trendy, along with demands for **home decoration at reasonable prices**.

European companies that offer **small-scale customised production** to meet specific needs of Korean consumers will find partnership opportunities.

EU Gateway | Business Avenues will select up to 50 companies to participate in a business mission to Seoul, from **25-29 May 2020**.

Interested? Download the [business mission information](#) [1] and [apply online to this EU-](#)

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