

Development of Business Strategies for Enhancing Competitiveness of Somfy Korea

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Abstract: The motorized shading market is undergoing rapid changes driven by the advancement of smart home technologies and the spread of sustainable consumption trends. This study was conducted to analyze the growth potential and challenges of the motorized shading market from a management perspective and to contribute to future corporate strategy development, focusing on Somfy Korea. The research analyzes the growth drivers of the domestic motorized shading market, competitive landscape, and changes in consumer behavior to derive strategic recommendations. Key findings indicate that the motorized shading market continues to grow steadily, accounting for approximately 12% of the total indoor shading market as of 2020, driven by rising demand for smart home technology, energy efficiency, and premium interior design. Consumer behavior is shifting toward preferences for smart device integration, eco-friendly materials, and personalized products. The study recommends strategies focusing on smart home technology integration, customized product development, omni-channel marketing, and ESG-based sustainable product development to enhance Somfy Korea's competitiveness.

Keywords: Motorized Shading; Smart Home; Somfy Korea; ESG; Competitive Strategy; Consumer Behavior

1. Introduction

The motorized shading market is undergoing rapid changes driven by the advancement of smart home technologies and the spread of sustainable consumption trends. These changes are promoting market growth through the interaction of consumer behavior, the building materials market, and technological development. In particular, the domestic motorized shading market has gradually formed since the establishment of Somfy Korea in 1990, and the market size has entered a full-fledged growth phase in the 2020s. This background shows that motorized shades have transitioned from simple sunlight-blocking products to high-value-added solutions that provide smart home connectivity and energy efficiency.

2. Theoretical Framework

This study draws on competitive strategy theory, consumer behavior analysis, and technology adoption frameworks to analyze the motorized shading market. The convergence of smart home technology with traditional building products represents a significant market transformation. Smart home integration theory posits that consumer adoption of connected devices accelerates when products offer both functional benefits (energy efficiency, convenience) and aspirational value (premium design, sustainability).

The market analysis framework incorporates Porter's competitive analysis to understand industry dynamics, supplemented by consumer behavior theory to identify shifting preferences toward eco-friendly and personalized products.

3. Materials and Methods

This study employs a mixed-methods approach combining market data analysis, competitive landscape assessment, and consumer behavior research. Secondary data sources include industry market reports, consumer surveys, and company financial data. The analysis focuses on the domestic Korean motorized shading market with particular attention to Somfy Korea's competitive positioning relative to key market players.

4. Results

4.1 Market Growth and Trends

The motorized shading market continues to grow steadily due to the rise in demand for smart home technology, energy efficiency, and premium interior design. As of 2020, motorized shades accounted for approximately 12% of the total indoor shading market, and this trend is expected to continue. Consumer behavior is shifting toward preferences for smart device integration, eco-friendly materials, and personalized products. Competitors are differentiating themselves within the market with unique strengths such as price competitiveness, premium branding, and technological innovation.

4.2 Competitive Landscape

The domestic motorized shading market features several key competitors with distinct positioning strategies. While some competitors focus on price competitiveness targeting the mass market segment, others emphasize premium branding and technological innovation. Somfy Korea's competitive advantage lies in its global brand recognition, technological expertise in motorization solutions, and established distribution network through building and interior design channels.

5. Discussion

Several strategic implications emerge from the analysis. First, companies should focus on developing products linked to smart home technologies to meet consumers' needs for energy savings and convenience. Second, customized product development and barrier-free designs are becoming increasingly important in response to the aging population and the increase in single-person households. Third, companies should optimize the consumer experience through omni-channel strategies and strengthen integrated online and offline marketing efforts.

The policy and managerial recommendations are as follows. First, it is necessary to strengthen strategies for incorporating motorized shading solutions into the design process from the early construction stages by forming partnerships with large construction companies. Second, companies should execute personalized marketing strategies utilizing consumer data, and develop sustainable products based on ESG management to enhance brand trust. Lastly, by encouraging consumer participation through crowdsourcing, companies can simultaneously achieve innovative product development and build trust.

6. Conclusion

This study shows that the motorized shading market can continue to grow at the intersection of smart technologies and sustainability trends and presents specific strategies for companies to effectively respond to market changes. These insights support managerial decision-making and contribute to securing a competitive advantage in the market. For Somfy Korea specifically, the convergence of smart home integration, ESG positioning, and omni-channel distribution represents the most promising strategic direction for sustained growth and competitive differentiation.