

2025 디자인산업통계

DESIGN

2024년 기준  
영문보고서

INDUSTRY  
STATISTICS  
OF KOREA



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# For Users

- This report contains the results of the **2025 Design Industry Statistics**.
- Statistics are for the year **2024 (January 1, 2024 to December 31, 2024)**.
- The main targets of this survey are design-utilizing companies, professional design companies, central governments and municipalities.
  - Design-utilizing companies: Businesses that use design among companies corresponding to the Design Industrial Classification (excluding professional design companies, public and education sectors)
  - Professional design companies: Businesses corresponding to the Professional Design Industry per the Standard Industrial Classification
- Year-on-year improvements include revisions to the population of design-utilizing companies, key indicator measurement formulas, and the survey questionnaire.
  - For the population of the survey on design-utilizing companies, the previous year's list of design-utilizing companies was used, and improvements were made to the estimation of the scale of design imports and exports. Details can be found on page 2 under "Year-on-year Improvements."
- All figures in the statistical tables are rounded, so the total of detailed items may not exactly match the sum.
- In the statistical tables in this report, the total of ratios for duplicate responses can exceed 100.0% as a percentage.
- The symbols used in the statistical tables have the following meanings:  
[0], [0.0]: less than the unit
- If the content of this report is reprinted or translated, the phrase "Reprinted or translated from page XX of the 2024 Design Industry Statistics General Report" must be indicated.

# Improvements for this year

## I. Year-on-year Improvements

### Design-Utilizing Companies

Survey Items	Year-on-year Changes
Changes to the population of design-utilizing companies	<ul style="list-style-type: none"><li>In the 2024 Design Industry Statistics, the survey on design-utilizing companies was conducted after first identifying whether companies used design in the reference year. However, considering the difficulty of carrying out the screening survey and the status survey in the intended manner within the originally planned survey period, the survey method was revised starting with the 2025 Design Industry Statistics. The survey is now conducted on the population for which the use of design was confirmed in the previous year's survey, with the aim of improving the efficiency and accuracy of the survey.</li></ul>
Improvement of the questionnaire (design investment performance)	<ul style="list-style-type: none"><li>To reduce respondent fatigue, the section on design investment performance—which asks about sales, labor costs, business performance and investment amounts, and design development costs—was placed later in the questionnaire.</li></ul>

## II. Improvements to the Key Indicator Measurement Formulas

### Estimated Scale of Design Imports and Exports

#### ■ Background of the improvement

The previous method for calculating design imports and exports had a multi-step structure in which several statistical estimates—such as the number of companies, export/import ratios, average sales/investment amounts, and overseas shares—were multiplied sequentially. However, because the number of companies in the design industry actually engaged in import and export activities is small, concerns were raised that minor errors in the population or fluctuations in certain items could have an excessive impact on the final statistical values, making them vulnerable to volatility. Accordingly, the calculation formula was refined in order to improve the reliability of the statistics and better manage volatility.

#### ■ Direction of the improvement

To ensure greater statistical stability, the methodology was shifted away from the multi-step estimation approach to a direct calculation method based on the actual amounts reported by surveyed companies. By removing unnecessary estimation variables, the revised approach is intended to improve the intuitiveness of the data and minimize the possibility of statistical distortion caused by specific samples.

#### ■ Details of the improvement

##### - After improvement

Imports: Cost of overseas design development commissions  
Exports: Overseas sales amount within total sales\*

\*Composition of overseas sales:

(overseas) design consulting + (overseas) design development services + (overseas) in-house product development and sales + (overseas) intellectual property royalties + (overseas) other sales

##### - Before improvement

Imports: Estimated number of design-utilizing companies × ratio of importing companies × design investment cost × share of overseas design development in design development

Exports: Number of professional design companies × ratio of exporting companies × average sales × share of overseas clients in total sales



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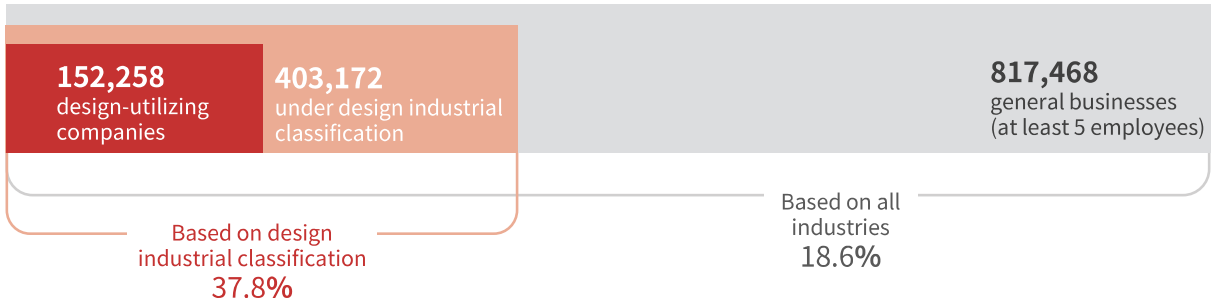
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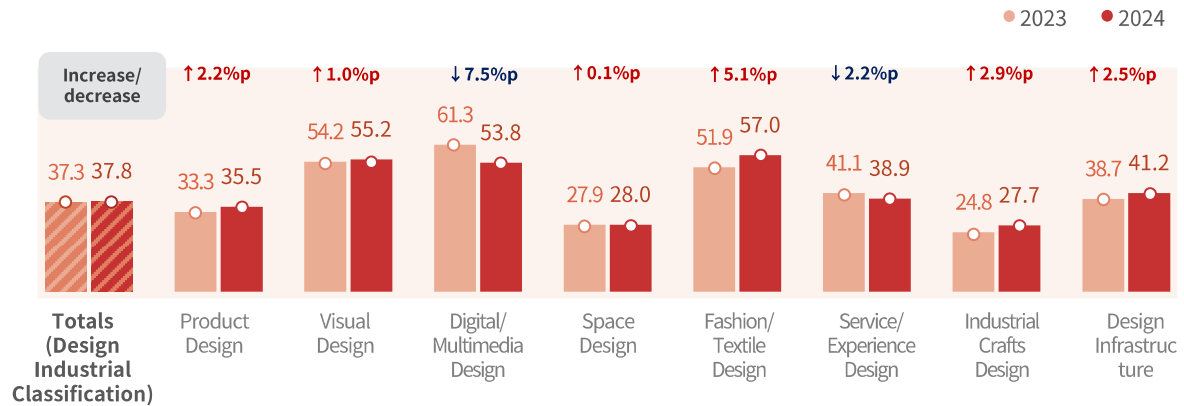
# 1. Design Utilization Rate

## Status of Design Utilization

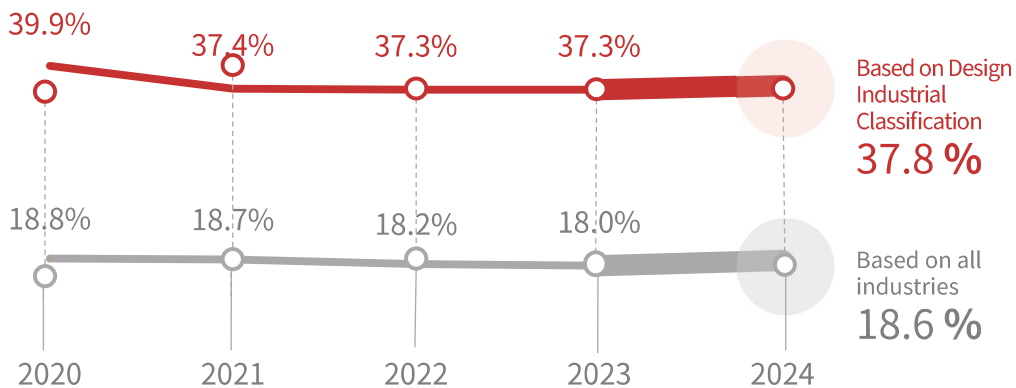
'24  
**152,258** companies



## Design Utilization Rate by Industry (based on Design Industrial Classification)



## Trends of the Design Utilization Rate (Unit: %)




## 2. Scale of Design Industry & Workforce

 **KRW 21.5 trillion**  
(KRW 18.6 trillion in '23)


 **298,000 people**  
(people 30.7 trillion in '23)

### Design Industrial Scale

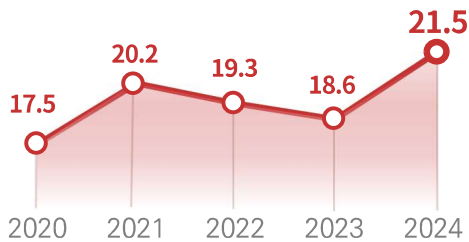
Design-utilizing companies  **67.8%**  
KRW **14.6110 trillion**

Design-utilizing companies  **88.4%**  
**263,671 people**

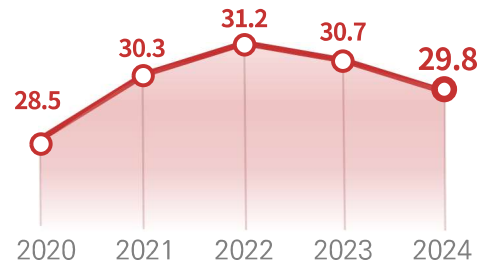
Professional design companies  **32.2%**  
KRW **6.9355 trillion**

Professional design companies  **11.6%**  
**34,473 people**

Trends of the Industrial Scale  
(Unit: KRW trillion)



Trends of the Workforce Scale  
(Unit: thousand persons)



### Reference Statistics

Public sector **KRW 252.2 billion**  
'23 KRW 305.7 billion

Public sector **553 people**  
'23 569 people

Freelance designers **KRW 1.3913 trillion**  
'23 KRW 1,1125.2 billion

Freelance designers **53,219 people**  
'23 49,047 people

Education sector **KRW 331.3 billion**  
'23 KRW 322.0 billion

Education sector **2,545 people**  
'23 2,596 people

### 3. Industrial Scale of Design-Utilizing Companies

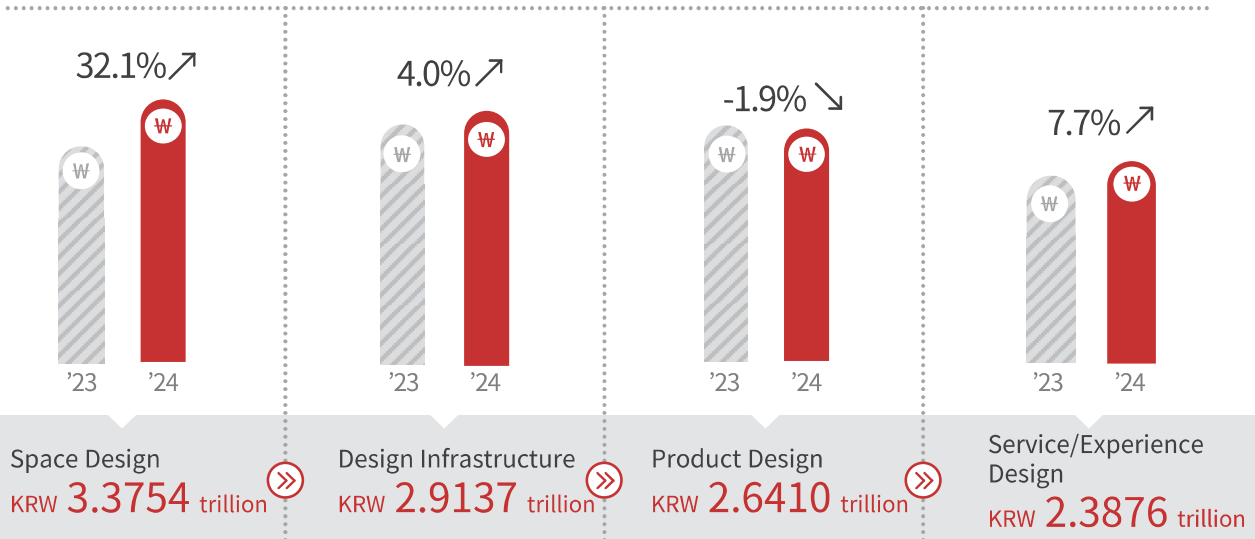
#### Industrial Scale of Design-Utilizing Companies



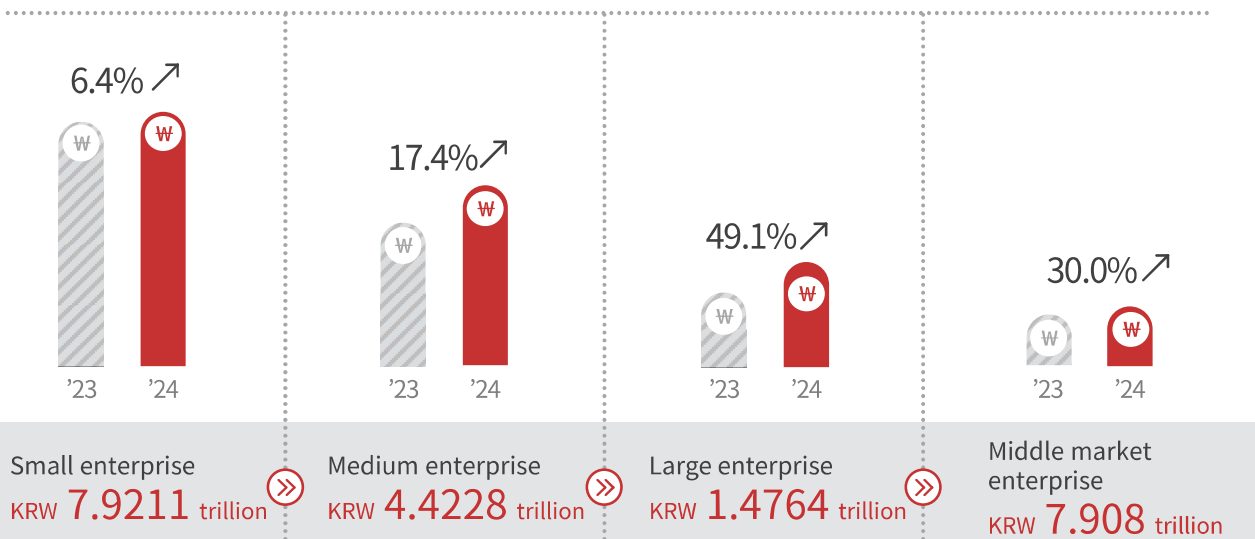
2023  
 KRW **12.8791** trillion  
 (average KRW 86.94 million)

2024  
 KRW **14.6110** trillion  
 (average KRW 95.96 million)

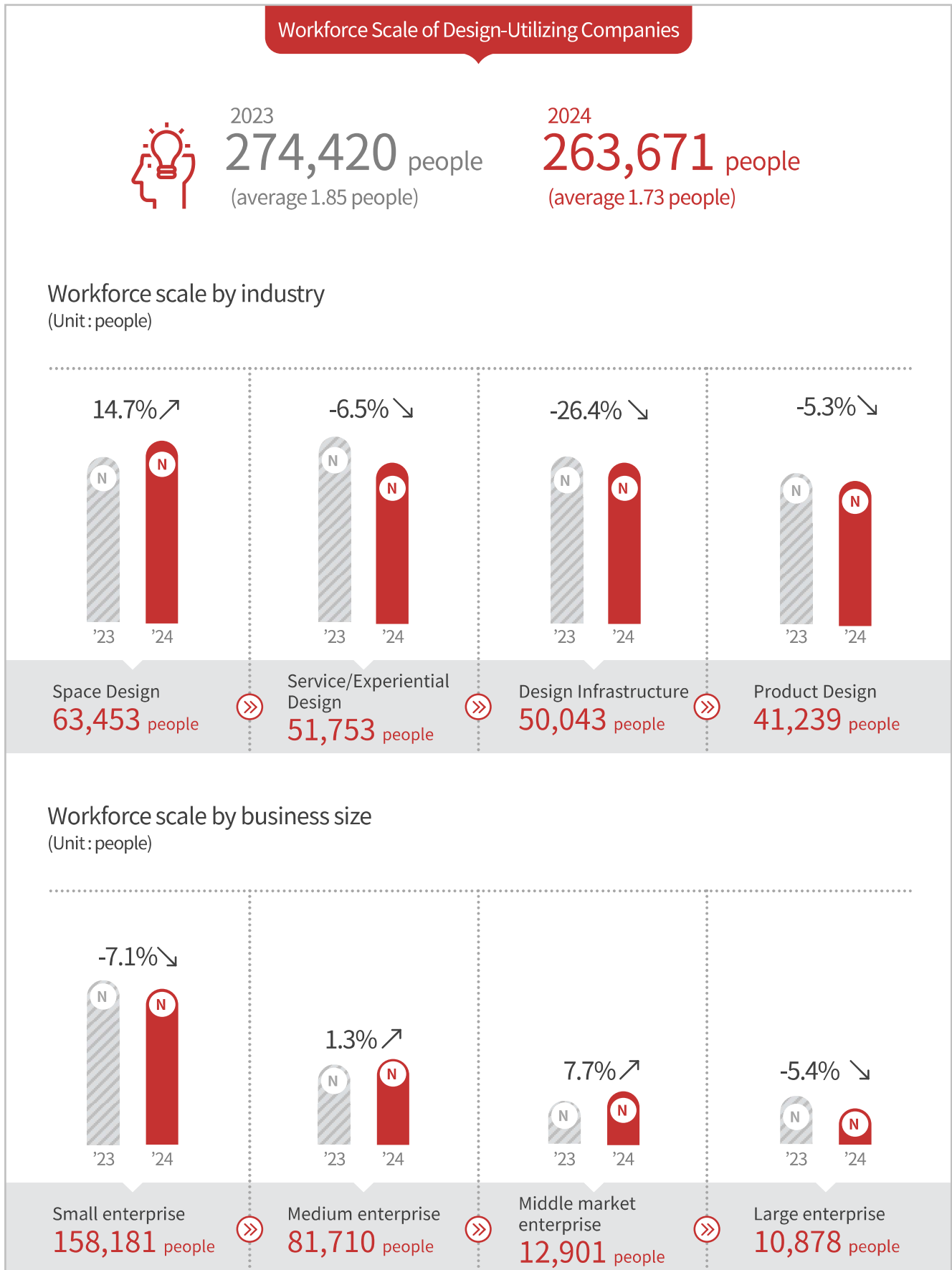
#### Industrial scale by industry (Unit: KRW trillion)



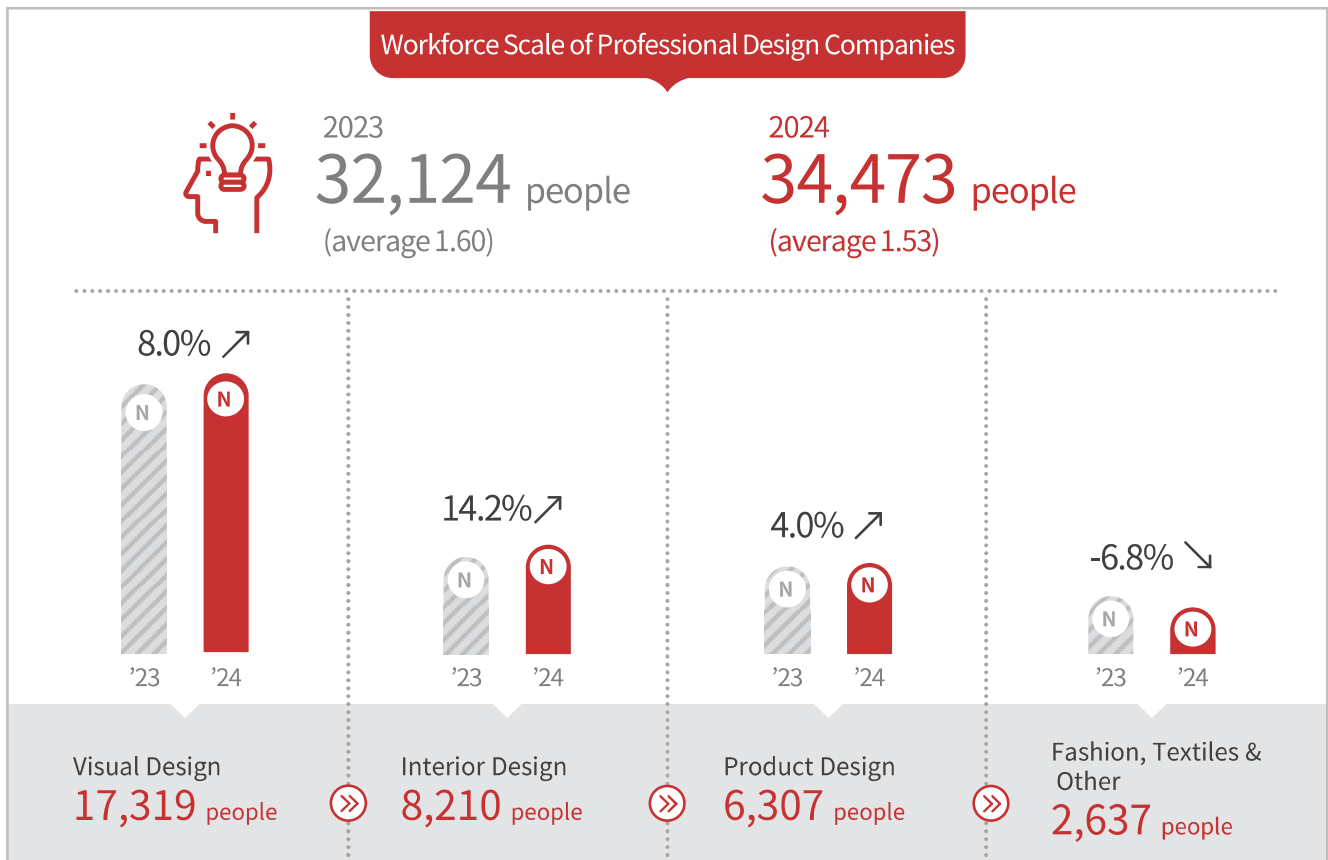
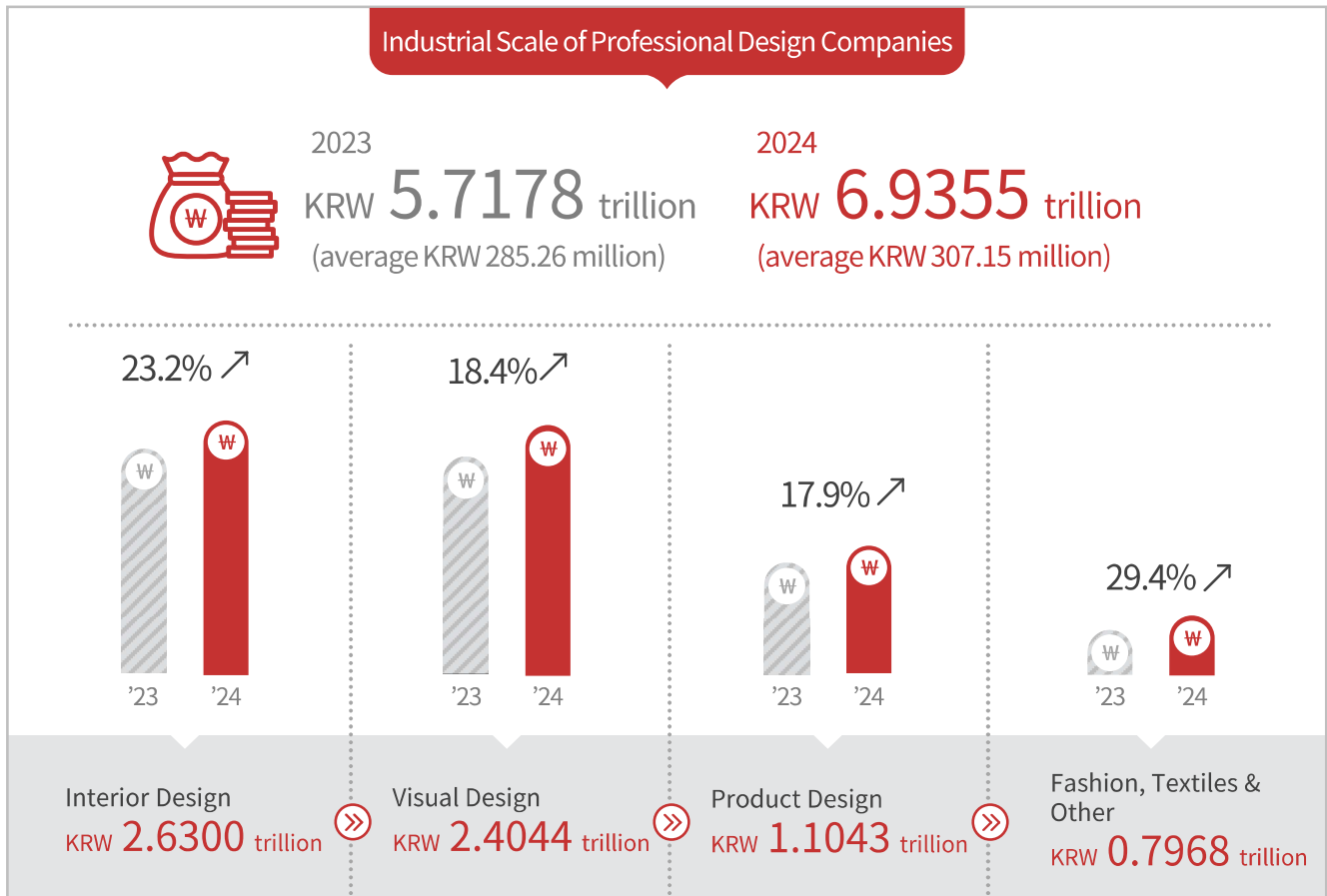
#### Industrial scale by business size (Unit: KRW trillion)



## 4. Workforce Scale of Design-Utilizing Companies

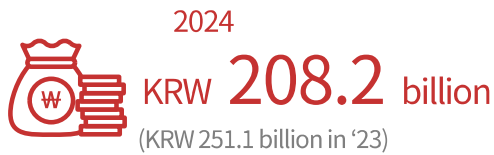


# 5. Industrial & Workforce Scale of Professional Design Companies



## 6. Scale of Public Sector

### Public Sector Design Dedicated Department Budget



Central government  
 Design budget **KRW 81.6 billion**



Municipalities  
 Design budget **KRW 126.7 billion**

### Public Sector Design Dedicated Department Workforce



Central government  
 Design workforce **60 people**



Municipalities  
 Design workforce **493 people**

### Central Government



### Municipalities

19

Ministries("Bu")

Ministry of Employment and Labor, Ministry of Science and ICT, Ministry of Education, Ministry of Patriots and Veterans Affairs, Ministry of National Defense, Ministry of Land, Infrastructure and Transport, Ministry of Economy and Finance, Ministry of Agriculture, Food and Rural Affairs, Ministry of Culture, Sports and Tourism, Ministry of Justice, Ministry of Health and Welfare, Ministry of Trade, Industry and Energy, Ministry of Gender Equality and Family, Ministry of Foreign Affairs, Ministry of SMEs and Startups, Ministry of Unification, Ministry of Oceans and Fisheries, Ministry of the Interior and Safety, Ministry of Environment

5

ministries("Cheo")

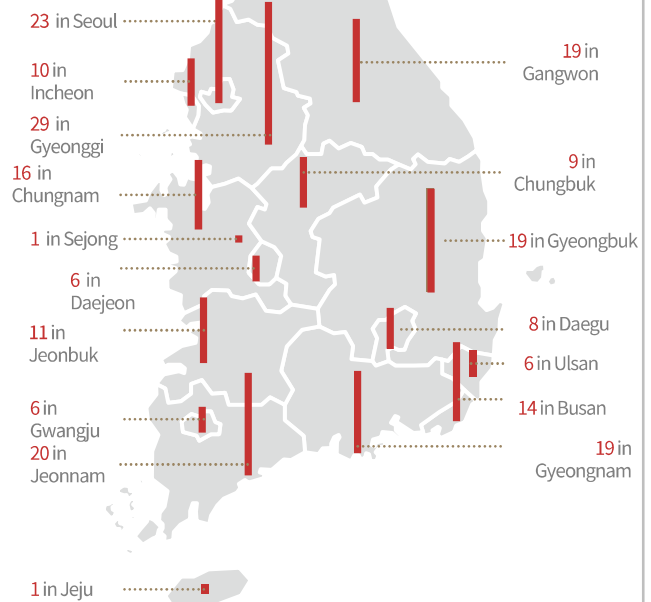
Corruption Investigation Office for High-ranking Officials, Presidential Security Service, Ministry of Government Legislation, Ministry of Food & Drug Safety, Ministry of Personnel Management

18

public administrations, agencies, offices

Prosecutor's Office, National Police Service, Customs Service, National Tax Service, Korea Meteorological Administration, Rural Development Administration, Cultural Heritage Administration, Defense Acquisition Program Administration, Military Police Service, Forest Service, Saemangeum Development & Investment Agency, Fire Service, Public Procurement Service, Korea Centers for Disease Control & Prevention, Korea Statistics Service, Korean Intellectual Property Office, Korea Coast Guard, National Agency for Administrative City Construction

22 out of 42 completed survey



217 out of 243 completed survey

## 7. Scale of Freelance Designers

### Number of Freelance Designers



2024

**53,219** people

(49,047 people in '23)



Designer (Code 285) status from the  
2nd half of '24 Regional Employment  
Survey results



Self-employed designers  
without employees  
**53,219** people (18.3%)



Other than the self-employed  
without employees  
(commercial, temporary, & daily laborers, self-employed  
with employees, and unpaid family workers)  
**237,282** people (81.7%)

### Market Scale of Freelance Designers



2024

KRW **1.3913** trillion

(KRW 1.1252 trillion in '23)



Number of freelance designers

**53,219** people



Average monthly wage of  
self-employed designers  
without employees

KRW **2,179,000**



**12** months

## 8. Scale of Higher Education

### Annual Salary of Design Department Faculty, etc.



Annual salary of design department faculty  
**KRW 292.8 billion**  
 in '24



(4-year university)  
 Design Department's  
 Research Cost  
**KRW 30.9 billion**



(Community college)  
 Design department's  
 research cost  
**KRW 7.5 billion**

### Number of Design Department Faculty



Number of design department faculty

The total of the number of full-time professors, associate professors, assistant professors, & non-full-time faculty at four-year universities (graduate schools) & community colleges

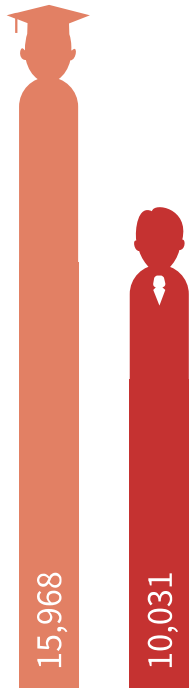


2,596 people in '23  
**2,545 people in '24**  
**- 51 people**

# 9. Employment Rate

 17,047 graduates       10,879 employed people

Bachelor's degree



Graduates Employed

Master's degree

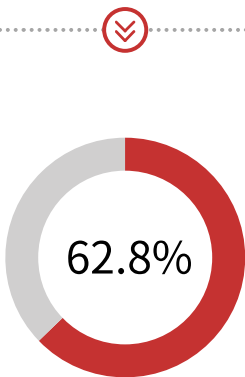


Graduates Employed

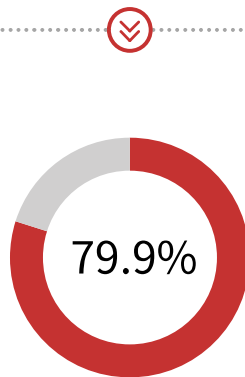
Doctorates



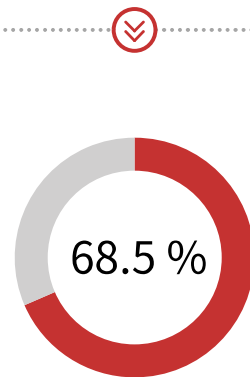
Graduates Employed



Bachelor's degree employment rate



Master's degree employment rate

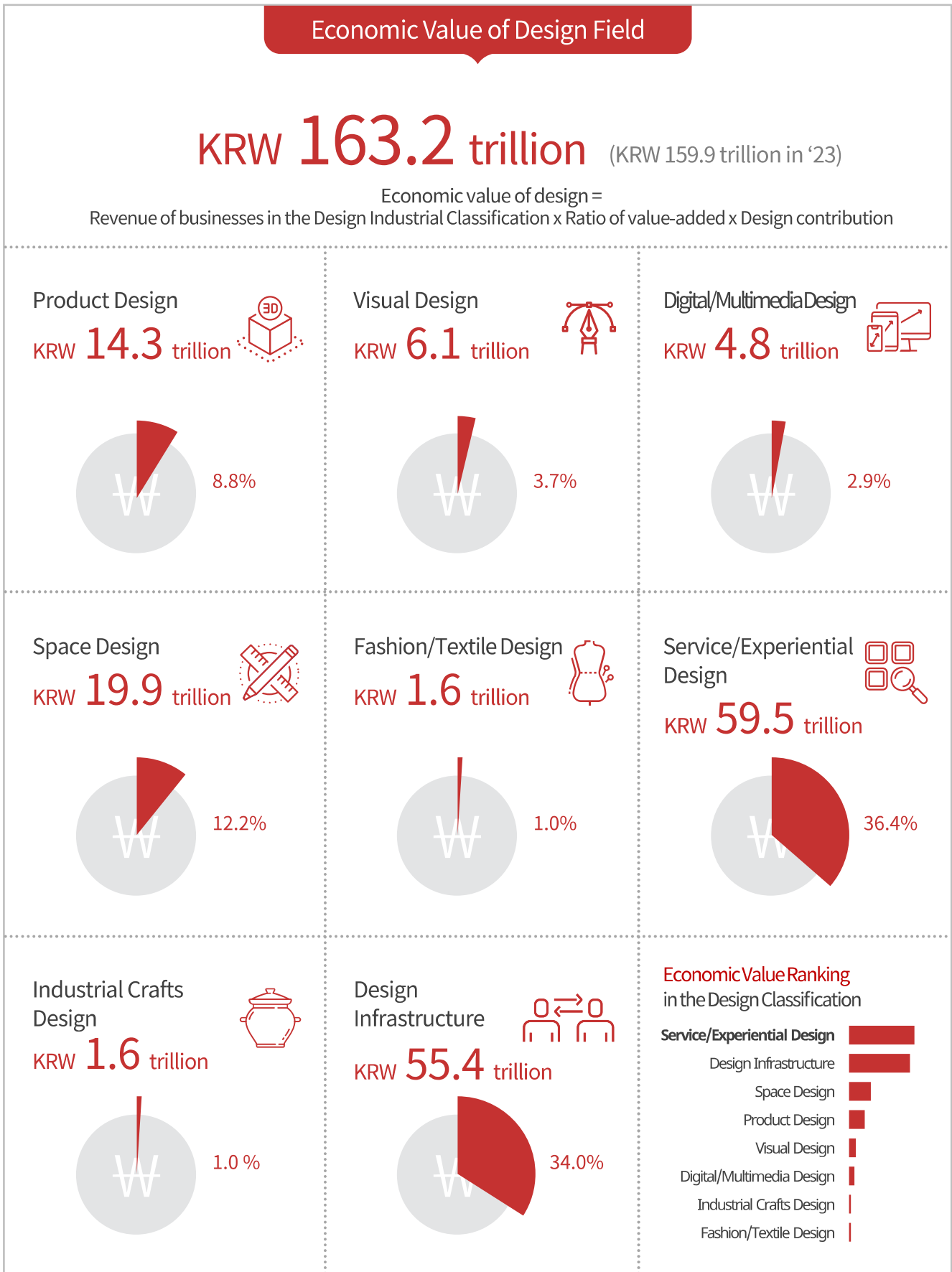


Doctorates' employment rate

2023 66.7% ↘ 2024 63.8%

- \* Graduates are divided into the employed and unemployed groups, and the latter includes enrollees in higher learning, the military service enlisted, the ineligible for employment, the exempt, international students, etc.
- \* Calculation of the employment rate was based on graduates, which excludes enrollees in higher learning, the military service enlisted, the ineligible for employment, the exempt, international students, etc.
- \* The overall employment rate for higher education institutions nationwide in 2023 was 70.3% (Ministry of Education, 2023).

# 10. Economic Value of Design Field



# Part. 1

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## Outline of Survey

01. Survey Design
02. Concepts & Terminology
03. Respondent Characteristics
04. Sample Design
05. Relative Standard Errors of Key Items



# 01 Survey Design

## 1. Survey Purpose

- The purpose is to establish objective and reliable data to determine the current state of the design industry, respond to user demand, and provide basic data for establishing design policies and strategies for the central government, municipalities, industries, academia, etc.

## 2. Survey Basis

- Article 20, Paragraph 3 of the Enforcement Decree of the Industrial Design Promotion Act
- Approval statistics under Article 18 of the Statistics Act (No. 115026)

## 3. Survey History

- 1997 : Conducted the Design Census Study and the first Design Industry Statistics Survey in Korea;
- 2002 : Conducted the 2nd Design Census Study;
- 2005 : Conducted the 2005 Design Industry Statistics of Korea, changed the statistical name, and changed to a biennial survey;
- 2007 : Conducted the 2007 Design Industry Statistics of Korea, changed the statistical name, and designated the survey as nationally certified statistics;
- 2009 : Conducted the 2009 Design Industry Statistics of Korea;
- 2011 : Conducted the 2011 Design Industry Statistics of Korea;
- 2013 : Conducted the 2013 Design Industry Statistics of Korea, changed to an annual survey, established the special classification of design industry (8 major classifications)
- 2014 : Conducted the 2014 Design Industry Statistics of Korea;
- 2015 : Conducted the 2015 Design Industry Statistics of Korea;
- 2016 : Conducted the 2016 Design Industry Statistics of Korea;
- 2017 : Conducted the 2017 Design Industry Statistics of Korea;
- 2018 : Conducted the 2018 Design Industry Statistics of Korea;
- 2019 : Conducted the 2019 Design Industry Statistics of Korea and a regular quality evaluation of national statistics;
- 2020 : Conducted the 2020 Design Industry Statistics of Korea and changed the statistical name;
- 2021 : Conducted the 2021 Design Industry Statistics of Korea;
- 2022 : Conducted the 2022 Design Industry Statistics of Korea and changed the statistical name;
- 2023 : Conducted the 2023 Design Industry Statistics of Korea, changed key index measurement formula;
- 2024 : Conducted the 2024 Design Industry Statistics of Korea and was selected as an outstanding institution for national statistics quality management.
- 2025 : Conducted the 2025 Design Industry Statistics of Korea

## 4. Survey Period & Target Period

- Survey Duration
  - General & design-utilizing companies : Sept. 16, 2025 – Nov. 28, 2025
  - Professional design companies : Sept. 16, 2025 – Nov. 28, 2025
  - Public sector : Sept. 16, 2025 – Nov. 28, 2025
- Survey target period : Jan. 1, 2024 – Dec. 31, 2024

## 5. Survey Target & Scope

Survey	Desk Research
<ul style="list-style-type: none"> <li>Investigate the design use of general companies</li> <li>Survey of Design-Utilizing Companies among general companies</li> <li>Survey of professional design companies</li> <li>Survey of the central government &amp; municipalities</li> </ul>	<ul style="list-style-type: none"> <li>The status of design-related education facilities, etc.</li> </ul>

## 6. Survey Items

Item	Details	
Survey of design utilization	<ul style="list-style-type: none"> <li>Design department status as of December 2024</li> <li>Working status of designers as of December 2024</li> <li>Experience with commissioning professional design companies or freelancers for design development within the recent two years (Jan. 1, 2023 – Dec. 31, 2024)</li> <li>Status of being a middle market enterprise</li> </ul>	
Survey of design-utilizing companies	<ul style="list-style-type: none"> <li>General status of the business</li> <li>Design investment performance</li> <li>Design stature &amp; contributions</li> <li>Government policy &amp; demand for support</li> <li>Design trend-related questions</li> </ul>	<ul style="list-style-type: none"> <li>Status of design use</li> <li>Design utilization level</li> <li>Design workforce status</li> <li>Status of design education</li> </ul>
Survey of professional design companies	<ul style="list-style-type: none"> <li>General status of the business</li> <li>Design business performance</li> <li>Status of design education</li> <li>Design trend-related questions</li> </ul>	<ul style="list-style-type: none"> <li>Status of key fields of design &amp; workforce</li> <li>Design international exchange</li> <li>Government policy &amp; demand for support</li> </ul>
Public sector	<ul style="list-style-type: none"> <li>Status of design use</li> <li>Related to design education</li> </ul>	<ul style="list-style-type: none"> <li>Status of design project orders</li> </ul>

## 7. Population & Survey Sample

Item	Population	Survey sample	Sample ratio (%)
Survey of general companies' use (a)	403,172	20,715	5.1%
Design-utilizing companies	152,258	1,847	1.2%
Professional design companies (b)	22,580	614	2.7%
Public sector (c)	285	239	83.9%
Total (a+b+c)	426,037	21,567	5.1%

## 8. Overview of Sample Design by Survey Target

- Survey Methods : Combined visiting surveys and email/fax/phone surveys

Item	Sampling methods	Target sample size	Number of completed surveys
Survey of design-utilizing companies & their design-use status	<ul style="list-style-type: none"> <li>Two-phase sampling</li> <li>[First-stage] Design-use survey - Stratified sampling/modified proportional allocation</li> <li>[Second-stage] Survey of design-utilizing companies - Stratified sampling/modified proportional allocation</li> </ul>	<ul style="list-style-type: none"> <li>[First-stage] Design-use survey - 20,000 companies</li> <li>[Second-stage] Survey of design-utilizing companies - 1,800 companies</li> </ul>	<ul style="list-style-type: none"> <li>[First-stage] Design-use survey - 20,715 companies</li> <li>[Second-stage] Survey of design-utilizing companies - 1,847 companies</li> </ul>
	<ul style="list-style-type: none"> <li>Creating survey questionnaire: Business owners, managers, higher-level employees, &amp; personnel in charge of design</li> </ul>		
Survey of professional design companies	<ul style="list-style-type: none"> <li>Stratified sampling</li> <li>modified proportional allocation</li> </ul>	<ul style="list-style-type: none"> <li>600 companies</li> </ul>	<ul style="list-style-type: none"> <li>614 companies completed</li> </ul>
	<ul style="list-style-type: none"> <li>Creating survey questionnaire: Business owners, managers &amp; higher-level employees</li> </ul>		
Public sector survey <sup>1)</sup>	<ul style="list-style-type: none"> <li>Complete enumeration</li> </ul>	<ul style="list-style-type: none"> <li>Central government (24 ministries &amp; 18 administrations, agencies, services, offices) - All 42 institutions</li> <li>Municipalities (administrative cities/autonomous regions) - All 243 agencies</li> </ul>	<ul style="list-style-type: none"> <li>Central government (12 ministries, &amp; 10 administrations, agencies, services, offices) - 22 organizations completed</li> <li>Municipalities (administrative cities/autonomous regions) - 217 organizations completed</li> </ul>
	<ul style="list-style-type: none"> <li>Public officials in charge of design duty</li> </ul>		

1) Due to the disruption to external systems caused by the fire at the National Information Resources Service on September 26, 2025, the response rate for the Design Industry Statistics survey for that year inevitably declined.

### 1. General Companies

- In the 2023 Nationwide Business Survey\*, businesses with 5 or more workers corresponding to the Design Industrial Classification

\* Population data should use the same 2024 data as the survey base year, but the most recent Nationwide Business Survey data available (2023) from Statistics Korea were used.

### 2. Design-Utilizing Companies

- Businesses identified as using design among general companies in the survey of design use

### 3. Stage to Identifying Design-Utilizing Companies

- For general companies, the identifying criteria are whether they have a “design department”, “hire a designer”, or “outsource to a professional design company”, and the verification procedure proceeds with the following steps.

**Step 1** As of December 2024, did your company have **a design department**?

☑ Yes ▶ Design-utilizing company     No

**Step 2** As of December 2024, were any **designers employed as staff** at your company? If it is difficult to confirm due to the reference date, are any designers currently employed as staff at your company?

☑ Yes ▶ Design-utilizing company     No

**Step 3** During 2023 and 2024, did your company ever commission **a professional design company or a freelancer** for services related to your business or corporate promotion?

☑ Yes ▶ Design-utilizing company     No

▶ If the answers to Steps 1-3 are all “No,” proceed to Step 4.

**Step 4** Has your establishment launched a new product or changed the design of an existing product at any time during the past two years?

☑ Yes ▶ Proceed to Step 5     No ▶ Non-design-utilizing company  
▶ End of survey on design utilization

▶ If there has been a new product launch or a design change, proceed to Step 5.

**Step 5** How was the new product design or design change carried out (in-house, outsourced, etc.)?

☑ Open-ended response. Based on the respondent’s answer, determine whether the company is a design-utilizing company by referring to the criteria for classifying design utilization below, and apply the result to Questions 1-3.

#### 4. Designer

- Among those hired as designers, someone who studied a design-related major or has a professional design-related certificate, or someone who did not study a design-related major nor has a certificate, but has at least two years of experience in design field

#### 5. Professional Design Companies

- Businesses corresponding to the professional design industry in the 2023 Nationwide Business Survey;
- Professional Design Companies are composed of 1 group, 1 class, and 4 sub-classes based on the (10th) Korean Standard Industrial Classification.
- The 4 sub-classes were matched individually with the 4 groups of the Design Industrial Classification

[Section] M. Professional, scientific, & technical services

└ [Division] 73. Other professional, scientific, & technical services

└ [Group] 732. Professional design industry

└ [Class] Professional design industry

└ [Sub-class] 73201. Interior Design Industry  
(= Design Industrial Classification 4-10-1),  
73202. Product Design Industry  
(= Design Industrial Classification 1-7-1),  
73203. Visual Design Industry  
(= Design Industrial Classification 2-5-6),  
72309. Fashion, Textile & Other Specialized Design  
Industries (= Design Industrial Classification 5-5-1)

#### 6. Korean Standard Industrial Classification

- The Korean Standard Industrial Classification is a classification scheme for statistical purposes based on the International Standard Industrial Classification (ISIC) recommended by the United Nations (UN) to ensure the accuracy of statistical data and comparability between countries in accordance with the Statistics Act.
- This classification scheme consists of (21) sections - (77) divisions - (232) groups - (495) classes - (1,196) sub-classes (based on the 10th classification).

#### 7. Design Industrial Classification (Refer to the Appendix for Korean Standard Industrial Classification's Matching Table)

- The Design Industrial Classification is a special classification established for design promotion strategies and industry size and statistics calculation by classifying design-related industries and professional design companies into large, medium, and small under the Korean Standard Industrial Classification.
- This classification scheme is composed of (8) sections, (42) divisions, and (154) groups (including 4 professional design company-affiliated industries)
- It was first established in 2013 and has been used to design surveys and produce results ever since

## 8. Corporate Types

- Sole proprietorship
  - A business run by an individual without a corporate entity (including a business run jointly by individuals);
  - A sole proprietorship that has a sales contract with a company for products, goods, etc. and is managed independently under the responsibility of the sole proprietor
- Incorporated business/corporation
  - A for-profit corporation established under the provisions of the Commercial Act, including a joint stock company, limited liability company, partnership, merged company, and foreign-based company
  - A foreign-based company is a company headquartered in a foreign country and established in Korea, including domestic branch (offices), sales offices, etc.
- Non-company corporations
  - Corporations other than companies established under the provisions of the Civil Act or special laws, such as foundations, corporations, school corporations, medical corporations, social welfare corporations, and various public corporations
- Unincorporated associations
  - Various societies, unions, sponsorships, cultural organizations, labor organizations, etc. without legal status

## 9. Business Entity Classification

- Sole proprietorship (1 corporation, 1 business)
  - When only one business entity exists in one location without a headquarters (office) or branch (offices), sales offices, or field offices in other locations
- Headquarters (office), head office, centralized association (multiple businesses under 1 company)
  - A business entity that has one or more branch (offices), sales offices, field offices, etc. under the same management and substantially oversees the entire business
  - A business entity that actually performs general management tasks, such as planning, accounting, finance, purchasing, advertising, judicial affairs, etc.
- Branch (offices), field offices, sales offices (multiple businesses under 1 company)
  - Branch (offices), sales offices, field offices, etc. that have a separate headquarters, etc., which oversees the same management, and receives instructions from the headquarters, etc. on all aspects of business.

## 10. Worker Classification

- Regular worker
  - Someone who has an employment contract with a business for one year or more, or who is subject to personnel management regulations or receives various benefits, such as bonuses, without an employment contract for a certain period of time
- Temporary and day laborers
  - Someone whose employment contract is for less than one year and who is paid by the business

## 11. Business Performance

- Revenue: Total revenue from business activities for full year of 2024;
- Labor cost: Consists of salaries, fringe benefits, and stipends for severance and retirement benefits paid to miscellaneous workers as labor expenses, including allowances and commissions, for the full year of 2024;
- R&D cost : The total of research, development, and general development expenses;
- Operating profit : Profit after deducting operating expenses from the total revenue

## 12. Business Size Classification Method

- Per Article 2 of the Framework Act on Small and Medium Enterprises, business size is categorized into medium and small enterprises based on industry and revenue.
- Middle market enterprises were identified through a questionnaire during the survey stage of ascertaining the use of general companies

	Industry	Medium enterprise	Small enterprise	Large enterprises
Manufacturing	Other machinery & equipment manufacturing industry	KRW 12-100 billion or less	KRW 12 billion or less	Except for medium and small enterprises, all are classified as large enterprises.
	Metal processing products manufacturing industry (excluding machinery & furniture manufacturing industry)	KRW 12-100 billion or less	KRW 12 billion or less	
	Food manufacturing industry	KRW 12-100 billion or less	KRW 12 billion or less	
	Automotive & trailer manufacturing industry	KRW 12-100 billion or less	KRW 12 billion or less	
	Electronics, computer, video, audio & telecommunications equipment manufacturing industry	KRW 12-100 billion or less	KRW 12 billion or less	
	Cokes, briquettes, & petroleum refinery manufacturing industry	KRW 12-100 billion or less	KRW 12 billion or less	
	Chemicals & chemical product manufacturing industry(excluding drug manufacturing industry)	KRW 12-100 billion or less	KRW 12 billion or less	
	Primary metal manufacturing industry	KRW 12-150 billion or less	KRW 12 billion or less	
	Furniture manufacturing industry	KRW 12-150 billion or less	KRW 12 billion or less	
	Leather, bag, & shoe manufacturing industry	KRW 12-150 billion or less	KRW 12 billion or less	
	Apparel, apparel accessories, & fur products manufacturing industry	KRW 12-150 billion or less	KRW 12 billion or less	
	Electrical equipment manufacturing industry	KRW 12-150 billion or less	KRW 12 billion or less	
	Nonmetallic mineral products manufacturing industry	KRW 12-80 billion or less	KRW 12 billion or less	
	Beverage manufacturing industry	KRW 12-80 billion or less	KRW 12 billion or less	
	Medical substance & drug manufacturing industry	KRW 12-80 billion or less	KRW 12 billion or less	
	Rubber & plastic product manufacturing industry	KRW 8-100 billion or less	KRW 8 billion or less	
	Other transportation equipment manufacturing industry	KRW 8-100 billion or less	KRW 8 billion or less	
	Tobacco manufacturing industry	KRW 8-100 billion or less	KRW 8 billion or less	
	Lumber & wooden product manufacturing industry (excluding furniture manufacturing industry)	KRW 8-100 billion or less	KRW 8 billion or less	
	Others apart from manufacturing	Textile products manufacturing industry (excluding apparel manufacturing industry)	KRW 8-100 billion or less	
Pulp, paper, & paper products manufacturing industry		KRW 8-150 billion or less	KRW 8 billion or less	
Other product manufacturing industry		KRW 8-80 billion or less	KRW 8 billion or less	
Medical, precision, optical device & watchmaking manufacturing industry		KRW 8-80 billion or less	KRW 8 billion or less	
Print & recorded media reproduction industry		KRW 8-80 billion or less	KRW 8 billion or less	
Electric, gas, steam, & water utilities industry		KRW 12-100 billion or less	KRW 12 billion or less	
Construction industry		KRW 8-100 billion or less	KRW 8 billion or less	
Mining industry		KRW 8-100 billion or less	KRW 8 billion or less	
Agriculture/forestry/fishery industry		KRW 8-100 billion or less	KRW 8 billion or less	
Transportation industry		KRW 8-80 billion or less	KRW 8 billion or less	
Sewage waste treatment, raw material recycling, & environmental restoration industry		KRW 8-80 billion or less	KRW 3 billion or less	
Finance/Insurance industry		KRW 8-40 billion or less	KRW 8 billion or less	
Wholesale and retail industry		KRW 5-100 billion or less	KRW 5 billion or less	
Publishing/video/broadcasting & information services industry		KRW 5-80 billion or less	KRW 5 billion or less	
Real estate/rental industry		KRW 3-40 billion or less	KRW 3 billion or less	
Business facilities management & business support services industry		KRW 3-60 billion or less	KRW 3 billion or less	
Arts/sports & leisure-related services industry		KRW 3-60 billion or less	KRW 3 billion or less	
Specialized scientific & technical services industry		KRW 3-60 billion or less	KRW 3 billion or less	
Healthcare/social services industry		KRW 1-60 billion or less	KRW 1 billion or less	
Repair & other personal service industries industry		KRW 1-60 billion or less	KRW 1 billion or less	
Education service industry	KRW 1-40 billion or less	KRW 1 billion or less		
Accommodations & restaurants	KRW 1-40 billion or less	KRW 1 billion or less		
Public administration, defense & social security administration*	50-299 people	49 people or less		

\* For public administration, national defense, and social security administration, in the absence of standards for classifying businesses in the Small Enterprise Basic Act, the size is classified based on the number of employees in the past.

### **13. Design-related Investment Amount & Business Expenses**

- Design labor cost
  - The labor cost of designers hired for the full year of 2024
- Design service cost
  - Design service cost for 2024 (design service cost other than proprietary technology)
- Other service cost
  - 2024 Mock-up/mold production/self-product manufacturing cost, etc.
- Design machinery/devices and software
  - Costs of purchasing and administering machinery, devices, computer systems, and application software for design research and development in 2024
- Land/building costs for design research and development
  - Expenditures in 2024 for purchase of land for design research development, construction cost and major repairs to the buildings, etc.
- Design education/training costs
  - Expenses for educational/training seminars and workshops in 2024, etc.
- Intellectual property purchase management cost
  - Acquisition and management costs for design-related intellectual property rights (patent, utility model, design, trademark, etc.) in 2024
- Other design-related operating costs
  - Other costs for materials, handouts, supply purchases, business trips, etc. for design research in 2024

### **14. Application/Registration Classification**

- Application: Submission of documents required by law to state authorities for the purpose of registering industrial property rights;
- Registration: An administrative decision that grants rights when an administrative agency has examined the requested documents requested for application and determines them to be compliant

### **15. Standard Contract for Design Services**

- A total of four design standard contracts related to product design, performance-based (product) design, visual design, and multimedia design created to improve unfair practices prevalent in the design industry

## 1. General Companies - Sample of Completed Surveys on Design Use

Item		Sample of Completed Surveys on Utilization	
		Number of cases	Ratio %
Total		20,715	100.0
By region	Seoul	5,178	25.0
	Incheon/Gyeonggi/Gangwon	6,995	33.8
	Busan/Ulsan/Gyeongnam	2,798	13.5
	Daegu/Gyeongbuk	1,978	9.5
	Gwangju/Jeolla/Jeju	1,730	8.4
	Daejeon/Sejong/Chungcheong	2,036	9.8
By industrial classification	Product design	4,302	20.8
	Visual design	1,885	9.1
	Digital/multimedia design	1,104	5.3
	Space design	4,707	22.7
	Fashion/textile design	1,200	5.8
	Service/experiential design	2,863	13.8
	Industrial craft design	1,506	7.3
	Design infrastructure (design-based technology)	3,148	15.2
By size	Small enterprise	12,553	60.6
	Medium enterprise	6,546	31.6
	Middle market enterprise	565	2.7
	Large enterprise	1,051	5.1

## 2. Design-Utilizing Companies – Sample of Completed Surveys

Item		Sample of Completed Surveys	
		Number of cases	Ratio %
Total		<b>1,847</b>	<b>100.0</b>
By region	Seoul	639	34.6
	Incheon/Gyeonggi/Gangwon	553	29.9
	Busan/Ulsan/Gyeongnam	182	9.9
	Daegu/Gyeongbuk	131	7.1
	Gwangju/Jeolla/Jeju	140	7.6
	Daejeon/Sejong/Chungcheong	202	10.9
By industrial classification	Product design	285	15.4
	Visual design	204	11.0
	Digital/multimedia design	149	8.1
	Space design	275	14.9
	Fashion/textile design	129	7.0
	Service/experiential design	346	18.7
	Industrial craft design	106	5.7
	Design infrastructure (design-based technology)	353	19.1
By size	Small enterprise	1,124	60.9
	Medium enterprise	583	31.6
	Middle market enterprise	59	3.2
	Large enterprise	81	4.4

### 3. Professional Design Companies – Sample of Completed Surveys

Item		Sample of Completed Surveys	
		Number of cases	Ratio %
Total		<b>614</b>	<b>100.0</b>
By region	Seoul	329	53.6
	Incheon/Gyeonggi/Gangwon	143	23.3
	Busan/Ulsan/Gyeongnam	51	8.3
	Daegu/Gyeongbuk	28	4.6
	Gwangju/Jeolla/Jeju	33	5.4
	Daejeon/Sejong/Chungcheong	30	4.9
By industrial classification	Product design	146	23.8
	Visual design	207	33.7
	Interior design	169	27.5
	Fashion, textiles, and other professional design industries	92	15.0
By size	1 person	84	13.7
	2-4 people	248	40.4
	5-9 people	162	26.4
	10-14 people	61	9.9
	15 people or more	59	9.6

#### 4. Central Government - Sample of Completed Surveys

- Surveyed 22 out of 42 total organizations

Item	Number of cases
Ministry("Bu")	<ul style="list-style-type: none"> <li>· 9 out of 19 ministries</li> <li>- Participating in the survey : Ministry of National Defense, Ministry of Climate, Energy and Environment, Ministry of Agriculture, Food and Rural Affairs, Ministry of Culture, Sports and Tourism, Ministry of Justice, Ministry of Trade and Industry, Ministry of Gender Equality and Family, Ministry of Foreign Affairs, Ministry of Unification</li> <li>- Non-response to the survey: Ministry of Employment and Labor, Ministry of Science and ICT, Ministry of Education, Ministry of Patriots and Veterans Affairs, Ministry of Land, Infrastructure and Transport, Ministry of Health and Welfare, Ministry of Economy and Finance, Ministry of SMEs and Startups, Ministry of Oceans and Fisheries, Ministry of the Interior and Safety</li> </ul>
Ministry("Cheo")	<ul style="list-style-type: none"> <li>· 3 out of 5 ministries</li> <li>- Participating in the survey : Ministry of Government Legislation, Ministry of Food and Drug Safety, Ministry of Personnel Management</li> <li>- Non-response to the survey: Corruption Investigation Office for High-Ranking Officials, Presidential Security Service</li> </ul>
Administration, agency, service, office	<ul style="list-style-type: none"> <li>· 15 out of 18 agencies</li> <li>- Survey participants: Korea Customs Service, National Data Administration, Korea Heritage Service, Rural Development Administration, Defense Acquisition Program Administration, Korea Forest Service, Saemangeum Development Administration, Public Procurement Service, Korean Intellectual Property Office, National Agency for Administrative City Construction</li> <li>- Non-response to the survey: National Police Agency, National Tax Service, Korea Meteorological Administration, Supreme Prosecutors' Office, Military Manpower Administration, National Fire Agency, Korea Disease Control and Prevention Agency, Korea Coast Guard</li> </ul>

\* Classified based on the time of the survey, and the names were updated in accordance with the Government Organization Act as of October 2025.

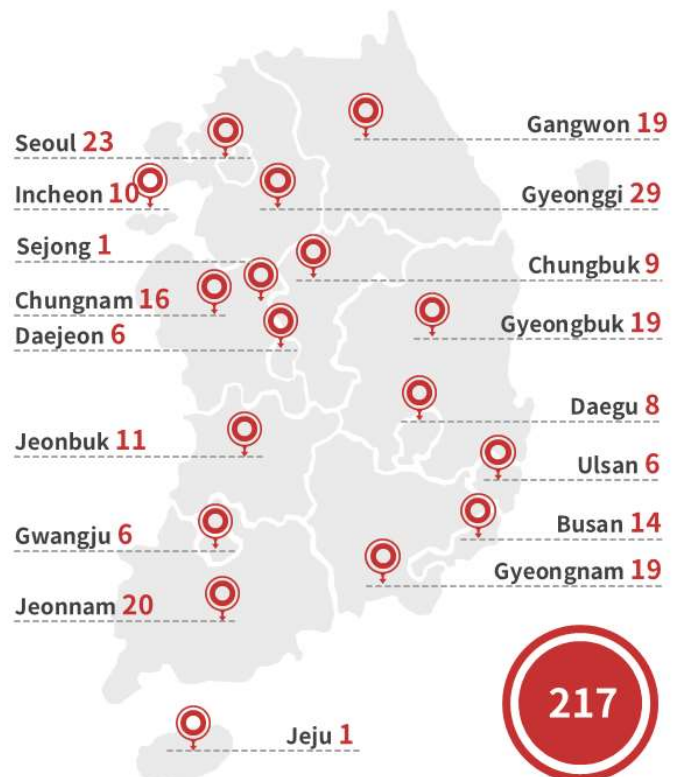
#### 5. Local Government - Sample of Completed Surveys

- Survey completed for 217 of 243 local governments

##### [Completed Local Government Surveys by Region]

Number completed / Total number of local governments

Metropolitan City/Province (Si/Do)	Si/Gun/Gu (Administrative City/Autonomous District)			Total
	City (Si)	County (Gun)	District (Gu)	
Seoul	1/1		22/25	23/26
Busan	1/1	1/1	12/15	14/17
Daegu	1/1	1/2	6/7	8/10
Incheon	1/1	2/2	7/8	10/11
Gwangju	1/1		5/5	6/6
Daejeon	1/1		5/5	6/6
Ulsan	1/1	1/1	4/4	6/6
Sejong	1/1			1/1
Gyeonggi	1/1	25/28	3/3	29/32
Gangwon	1/1	7/7	11/11	19/19
Chungbuk	1/1	3/3	5/8	9/12
Chungnam	1/1	8/8	7/7	16/16
Jeonbuk	1/1	3/6	7/8	11/15
Jeonnam	1/1	4/5	15/17	20/23
Gyeongbuk	1/1	9/10	9/12	19/23
Gyeongnam	1/1	8/8	10/10	19/19
Jeju	1/1			1/1
<b>Total</b>	<b>17/17</b>	<b>67/75</b>	<b>72/82</b>	<b>217/243</b>



## [Publication Scope of Major Items]

- Survey results are published by sections of the Design Industrial Classification and the size, region, and type of design utilization, and at the time of publication, relative standard errors for key variables are presented.
- The main items of this survey are as follows.
  - Survey on Utilization by General Companies (First-stage survey) : Design utilization rates
  - Survey of Design-Utilizing Companies (second-stage survey) : Design investment amount, number of designers
  - Survey of Professional Design Companies : Revenue figures, number of workers, number of designers

▼ Relative Standard Error of Design-Utilization Rates of Design-Utilizing Companies  
(First-stage survey)\*

Item		Mean	Sampling error	Confidence interval		Relative standard error
<b>Total</b>		<b>0.38</b>	<b>0.00</b>	<b>0.38</b>	<b>- 0.38</b>	<b>0.3%p</b>
Industry	Product design	0.36	0.00	0.35	- 0.36	0.8%p
	Visual design	0.55	0.00	0.55	- 0.55	0.5%p
	Digital/multimedia design	0.54	0.00	0.53	- 0.54	0.8%p
	Space design	0.28	0.00	0.28	- 0.28	0.9%p
	Fashion/textile design	0.57	0.00	0.57	- 0.57	0.8%p
	Service/experiential design	0.39	0.00	0.39	- 0.39	0.5%p
	Industrial craft design	0.28	0.01	0.27	- 0.28	2.2%p
	Design infrastructure (Design-based technology)	0.41	0.00	0.41	- 0.41	0.4%p
Region	Seoul	0.43	0.00	0.43	- 0.44	0.4%p
	Incheon/Gyeonggi/Gangwon	0.36	0.00	0.36	- 0.37	0.5%p
	Busan/Ulsan/Gyeongnam	0.33	0.00	0.33	- 0.33	0.9%p
	Daegu/Gyeongbuk	0.36	0.00	0.36	- 0.37	0.9%p
	Gwangju/Jeolla/Jeju	0.35	0.00	0.35	- 0.36	0.9%p
	Daejeon/Sejong/Chungcheong	0.40	0.00	0.40	- 0.40	0.8%p
Size	Large enterprise	1.12	0.01	1.11	- 1.12	0.6%p
	Middle market enterprise	0.32	0.01	0.31	- 0.32	1.7%p
	Medium enterprise	0.42	0.00	0.42	- 0.43	0.5%p
	Small enterprise	0.37	0.00	0.37	- 0.37	0.3%p

\* Converted design utilization to "1" and design non-utilization to "0" to calculate the mean and deviation.

▼ Relative Standard Error of Design Investment Amounts of Design-Utilizing Companies (second-stage survey)

(Unit : KRW million)

Item		Mean	Sampling error	Confidence interval		Relative standard error
<b>Total</b>		<b>95.96</b>	<b>10.93</b>	<b>85.03</b>	<b>- 106.89</b>	<b>11.4%p</b>
Industry	Product design	134.43	20.00	114.42	- 154.43	14.9%p
	Visual design	134.31	22.07	112.25	- 156.38	16.4%p
	Digital/multimedia design	176.93	65.09	111.83	- 242.02	36.8%p
	Space design	130.93	39.33	91.60	- 170.26	30.0%p
	Fashion/textile design	75.21	14.17	61.04	- 89.38	18.8%p
	Service/experiential design	67.19	11.09	56.10	- 78.27	16.5%p
	Industrial craft design	55.91	11.46	44.45	- 67.37	20.5%p
	Design infrastructure (Design-based technology)	67.22	29.99	37.22	- 97.21	44.6%p
Region	Seoul	125.92	29.27	96.65	- 155.20	23.2%p
	Incheon/Gyeonggi/Gangwon	80.21	7.54	72.67	- 87.74	9.4%p
	Busan/Ulsan/Gyeongnam	65.07	20.47	44.59	- 85.54	31.5%p
	Daegu/Gyeongbuk	65.19	11.09	54.10	- 76.28	17.0%p
	Gwangju/Jeolla/Jeju	62.30	8.58	53.72	- 70.88	13.8%p
	Daejeon/Sejong/Chungcheong	123.44	23.25	100.19	- 146.70	18.8%p
Size	Large enterprise	1184.04	388.43	795.61	- 1572.48	32.8%p
	Middle market enterprise	439.67	309.25	130.42	- 748.92	70.3%p
	Medium enterprise	128.63	12.11	116.52	- 140.73	9.4%p
	Small enterprise	68.98	4.36	64.63	- 73.34	6.3%p

▼ Relative Standard Error of the Number of Designers in Design-Utilizing  
Companies (second-stage survey)

(Unit : Persons)

Item		Mean	Sampling error	Confidence interval		Relative standard error
<b>Total</b>		<b>1.73</b>	<b>0.13</b>	<b>1.61</b>	<b>- 1.86</b>	<b>7.3%p</b>
Industry	Product design	2.10	0.22	1.88	- 2.32	10.4%p
	Visual design	2.02	0.25	1.77	- 2.27	12.4%p
	Digital/multimedia design	3.11	0.43	2.68	- 3.55	13.9%p
	Space design	2.46	0.64	1.82	- 3.10	26.0%p
	Fashion/textile design	1.56	0.20	1.36	- 1.76	12.8%p
	Service/experiential design	1.46	0.24	1.21	- 1.70	16.6%p
	Industrial craft design	1.42	0.25	1.17	- 1.68	17.6%p
	Design infrastructure (Design-based technology)	1.15	0.11	1.04	- 1.27	9.9%p
Region	Seoul	2.23	0.33	1.90	- 2.56	14.7%p
	Incheon/Gyeonggi/Gangwon	1.49	0.11	1.38	- 1.61	7.6%p
	Busan/Ulsan/Gyeongnam	1.31	0.23	1.08	- 1.53	17.3%p
	Daegu/Gyeongbuk	1.59	0.27	1.32	- 1.86	17.1%p
	Gwangju/Jeolla/Jeju	1.22	0.15	1.07	- 1.37	12.4%p
	Daejeon/Sejong/Chungcheong	1.68	0.27	1.41	- 1.96	16.3%p
Size	Large enterprise	8.72	1.58	7.14	- 10.30	18.1%p
	Middle market enterprise	7.17	5.04	2.13	- 12.22	70.3%p
	Medium enterprise	2.38	0.18	2.19	- 2.56	7.7%p
	Small enterprise	1.38	0.07	1.30	- 1.45	5.3%p

▼ **Relative Standard Error of the Number of Professional Design Companies** (Unit : KRW million)

Item		Mean	Sampling error	Confidence interval		Relative standard error
<b>Total</b>		<b>307.15</b>	<b>52.46</b>	<b>254.69</b>	<b>- 359.62</b>	<b>17.1%p</b>
Industry	Product design	317.42	92.20	225.22	- 409.63	29.0%p
	Visual design	204.84	33.72	171.12	- 238.56	16.5%p
	Interior design	485.24	142.08	343.16	- 627.32	29.3%p
	Fashion, textiles, & other professional design industries	410.09	258.39	151.70	- 668.49	63.0%p
Region	Seoul	427.09	99.87	327.22	- 526.97	23.4%p
	Incheon/Gyeonggi/Gangwon	234.45	78.33	156.12	- 312.78	33.4%p
	Busan/Ulsan/Gyeongnam	221.58	60.95	160.63	- 282.53	27.5%p
	Daegu/Gyeongbuk	262.68	88.11	174.57	- 350.79	33.5%p
	Gwangju/Jeolla/Jeju	169.03	32.58	136.45	- 201.60	19.3%p
	Daejeon/Sejong/Chungcheong	173.94	63.16	110.78	- 237.09	36.3%p
Size	1 person	98.12	7.73	90.38	- 105.85	7.9%p
	2-4 people	504.71	32.94	471.76	- 537.65	6.5%p
	5-9 people	1,292.87	96.23	1196.64	- 1389.10	7.4%p
	10-14 people	2,828.77	256.26	2572.51	- 3085.03	9.1%p
	15 people or more	7,241.71	1105.38	6136.33	- 8347.09	15.3%p

▼ **Relative Standard Error of the Number of Workers in Professional Design Companies**

(Unit : Persons)

Item		Mean	Sampling error	Confidence interval		Relative standard error
<b>Total</b>		<b>1.89</b>	<b>0.14</b>	<b>1.75</b>	<b>- 2.03</b>	<b>7.3%p</b>
Industry	Product design	2.18	0.28	1.90	- 2.47	13.0%p
	Visual design	1.67	0.20	1.47	- 1.87	11.9%p
	Interior design	2.14	0.32	1.82	- 2.46	14.9%p
	Fashion, textiles, & other professional design industries	1.95	0.42	1.53	- 2.37	21.6%p
Region	Seoul	2.34	0.27	2.07	- 2.61	11.4%p
	Incheon/Gyeonggi/Gangwon	1.55	0.15	1.39	- 1.70	9.9%p
	Busan/Ulsan/Gyeongnam	1.57	0.23	1.34	- 1.80	14.9%p
	Daegu/Gyeongbuk	1.59	0.31	1.28	- 1.91	19.7%p
	Gwangju/Jeolla/Jeju	1.46	0.23	1.23	- 1.69	15.9%p
	Daejeon/Sejong/Chungcheong	1.72	0.35	1.37	- 2.08	20.6%p
Size	1 person	1.00	0.00	1.00	- 1.00	0.0%p
	2-4 people	2.93	0.05	2.88	- 2.98	1.7%p
	5-9 people	6.56	0.10	6.46	- 6.66	1.5%p
	10-14 people	11.46	0.15	11.31	- 11.61	1.3%p
	15 people or more	27.19	1.97	25.22	- 29.15	7.2%p

▼ Relative Standard Error of the Number of Designers in Professional Design Companies

(Unit : Persons)

Item		Mean	Sampling error	Confidence interval		Relative standard error
<b>Total</b>		<b>1.53</b>	<b>0.09</b>	<b>1.44</b>	<b>- 1.61</b>	<b>5.7%p</b>
Industry	Product design	1.81	0.22	1.60	- 2.03	12.0%p
	Visual design	1.48	0.15	1.32	- 1.63	10.2%p
	Interior design	1.51	0.16	1.36	- 1.67	10.3%p
	Fashion, textiles, & other professional design industries	1.36	0.12	1.24	- 1.48	8.9%p
Region	Seoul	1.80	0.16	1.63	- 1.96	9.1%p
	Incheon/Gyeonggi/Gangwon	1.32	0.11	1.21	- 1.43	8.1%p
	Busan/Ulsan/Gyeongnam	1.32	0.17	1.16	- 1.49	12.8%p
	Daegu/Gyeongbuk	1.36	0.23	1.14	- 1.59	16.6%p
	Gwangju/Jeolla/Jeju	1.31	0.18	1.14	- 1.49	13.6%p
	Daejeon/Sejong/Chungcheong	1.41	0.21	1.20	- 1.62	14.8%p
Size	1 person	1.00	0.00	1.00	- 1.00	0.0%p
	2-4 people	2.17	0.06	2.11	- 2.23	2.6%p
	5-9 people	4.29	0.14	4.15	- 4.43	3.3%p
	10-14 people	7.74	0.37	7.37	- 8.11	4.7%p
	15 people or more	15.68	1.34	14.34	- 17.02	8.5%p

- Based on the relative sampling error of the sample survey of Statistics Canada
  - 0.00% – 4.99% : Excellent
  - 5.00% – 9.99% : Very Good
  - 10.00% – 14.99% : Good
  - 15.00% – 24.99% : Acceptable
  - 25.00% – 34.99% : Use with Caution
  - 35.00% or more : Too Unreliable to Publish



# Part. 2

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## **Key Findings of Survey**

01. Scale of Design Industry
02. Design Industrial Scale by Survey Target
03. Reference Statistics
04. Design Export/Import Scale
05. Economic Value of Design Field
06. Status of Graduates & Employment of Design Departments



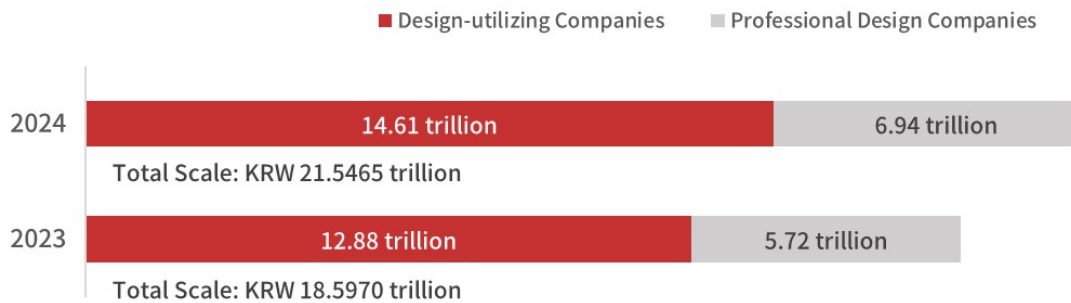
## 1. Design Industrial Scale

Industry Scale  
Measurement Formula

Investment by Design-utilizing Companies + Sales of Professional Design Companies  
\*Investment excludes service fees paid to professional design companies

- Scale of the design industry in 2024: KRW 21.5465 trillion
- The scale of the design industry reached KRW 21.5465 trillion in 2024, up 15.9% from 2023 (KRW 18.5970 trillion).
- The scale of the design industry is the sum of KRW 14.6110 trillion in design investment\* by design-utilizing companies and KRW 6.9355 trillion in sales by professional design companies.
  - \*The design investment amount of design-utilizing companies excludes service fees paid to professional design companies (KRW 1.6718 trillion), and the total design investment amounts to KRW 16.2828 trillion.
- Both design-utilizing companies and professional design companies recorded increases in industry scale compared to 2023. In particular, the industry scale of professional design companies increased sharply by 21.3% year-on-year.

## ▼ Design Industrial Scale



## ▼ Design Industrial Scale

(Unit : KRW million)

Item	2023	2024	Increase/Decrease rate
Design-utilizing companies (a)	12,879,118	14,610,988	13.4%
Professional design companies (b)	5,717,840	6,935,530	21.3%
Industrial scale (a+b)	18,596,958	21,546,518	15.9%

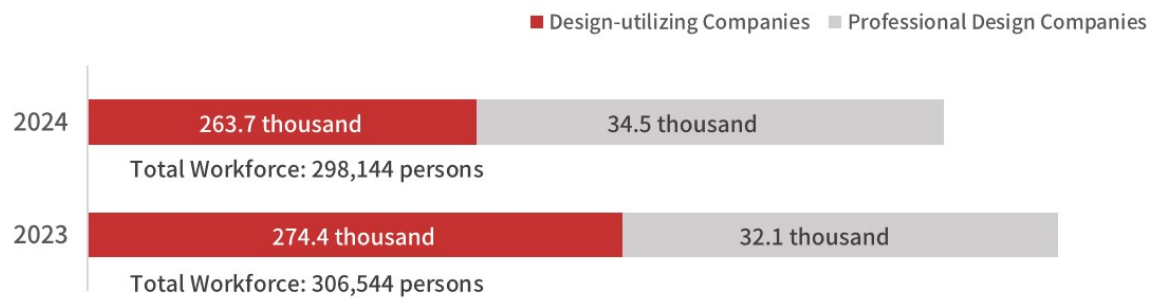
## 2. Design Workforce Scale

### Workforce Scale Measurement Formula

Number of Designers at Design-utilizing Companies + Number of Designers at Professional Design Companies

- Design Workforce Scale in 2024: 298,144 persons
- In 2024, the design workforce totaled 298,144 persons, down 2.7% from the previous year (306,544 persons).
- The design workforce is estimated as the sum of 263,671 designers at design-utilizing companies and 34,473 designers at professional design companies.
- The workforce at design-utilizing companies decreased from the previous year, while the workforce at professional design companies increased.

### ▼ Design Workforce Scale



### ▼ Design Workforce Scale

(Unit : persons)

Item	2023	2024	Increase/Decrease rate
Design-utilizing companies (a)	274,420	263,671	-3.9%
Professional design companies (b)	32,124 *(39,900)	34,473 *(42,611)	7.3%
<b>Workforce scale (a+b)</b>	<b>306,544</b> *(314,320)	<b>298,144</b> *(306,282)	-2.7%

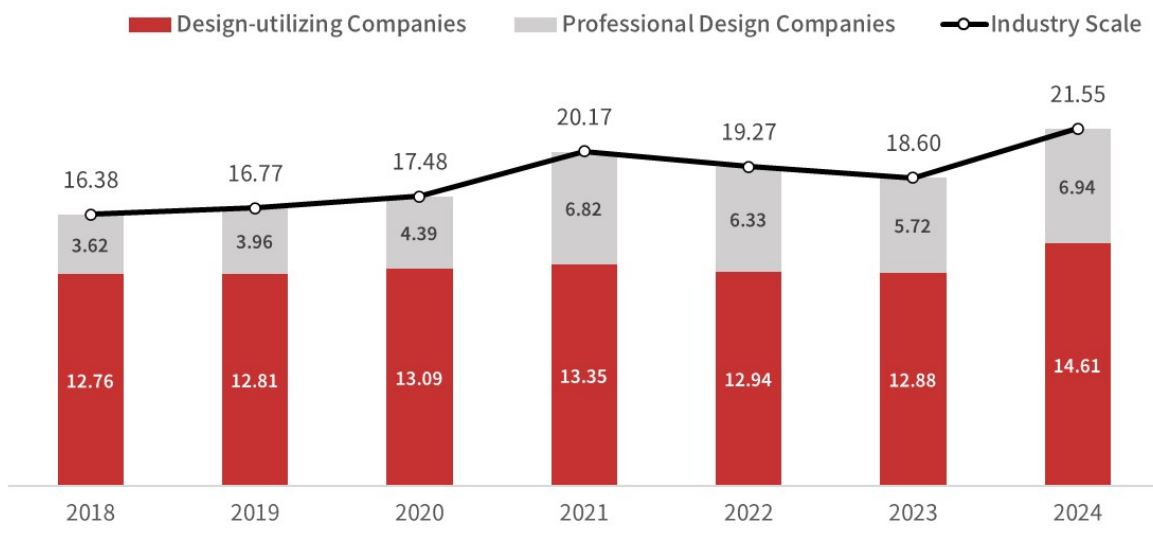
\* Total number of workers at professional design companies, including non-designers

### 3. Industrial Scale-Related Trends

- In 2024, the scale of the design industry was KRW 14.61 trillion for design-utilizing companies and KRW 6.94 trillion for professional design companies, totaling KRW 21.55 trillion.
- Of the total industry scale in 2024, design-utilizing companies accounted for 67.8% and professional design companies accounted for 32.2%, and the share of sales generated by professional design companies has been gradually increasing.
- The industry scale of professional design companies decreased in 2023 from the previous year, but increased again in 2024.

#### ▼ Industrial Scale-Related Trends

(Unit : KRW trillion)



#### ▼ Industrial Scale-Related Trends

(Unit : KRW million)

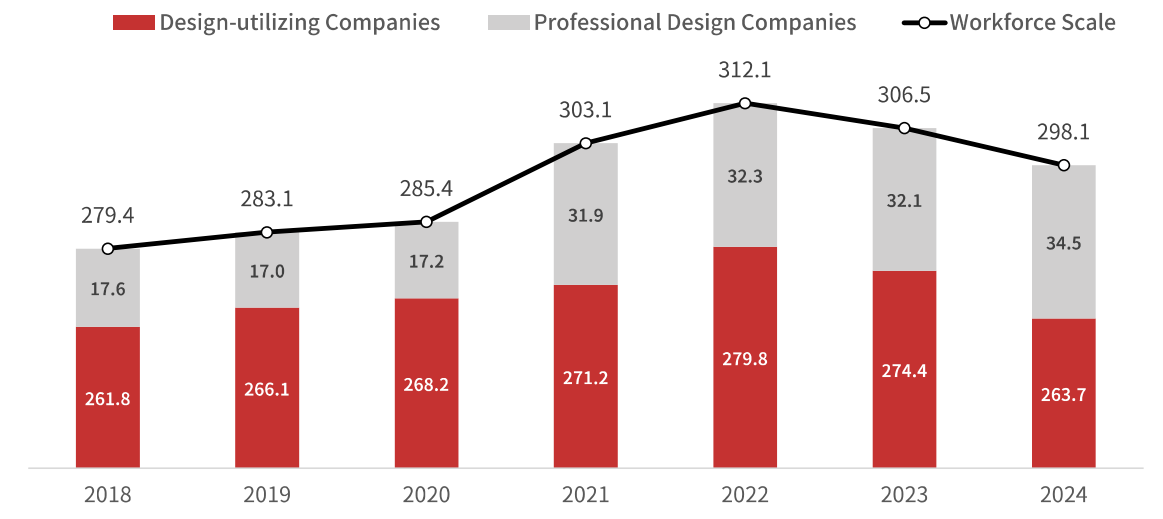
Item	2018	2019	2020	2021	2022	2023	2024
Design-utilizing companies (a)	12,758,020	12,808,262	13,085,687	13,350,069	12,944,585	12,879,118	<b>14,610,988</b>
Professional design companies (b)	3,624,542	3,962,759	4,389,712	6,822,054	6,327,086	5,717,840	<b>6,935,530</b>
▼ Industrial scale (a+b)	16,382,562	16,771,021	17,475,389	20,172,122	19,271,672	18,596,958	<b>21,546,518</b>

#### 4. Workforce Scale-Related Trends

- In 2024, the design workforce totaled 298.1 thousand persons, consisting of 263.7 thousand at design-utilizing companies and 34.5 thousand at professional design companies.
- As a share of the total workforce, design-utilizing companies accounted for 88.4% and professional design companies for 11.6%.
- By 2020, professional design companies accounted for less than 10% of the entire workforce, but this ratio increased to at least 10% by 2021.

##### ▼ Workforce Scale-Related Trends

(Unit : thousand persons)



##### ▼ Workforce Scale-Related Trends

(Unit : Persons)

Item	2018	2019	2020	2021	2022	2023	2024
Design-utilizing companies (a)	261,760	266,075	268,176	271,230	279,773	274,420	<b>263,671</b>
Professional design companies (b)	17,566 *(27,670)	17,026 *(25,284)	17,217 *(28,775)	31,888 *(43,889)	32,279 *(44,882)	32,124 *(39,900)	<b>34,473</b> *(42,611)
Workforce scale (a+b)	279,326 *(289,430)	283,101 *(291,359)	285,393 *(296,951)	303,118 *(315,119)	312,052 *(324,655)	306,544 *(314,320)	<b>298,144</b> *(306,282)

## 1. Design-Utilizing Companies

### 1) Design-utilizing rate

- (Based on businesses with at least 5 employees nationwide)  
Out of 817,468 businesses with at least 5 employees, there are 152,258 design-utilizing companies with a design utilization rate of 18.6%.
- (Based on the Design Industrial Classification)  
The design utilization rate for businesses (403,172) corresponding to the Design Industrial Classification was found to be 37.8%.

### ▼ Trends of the Design Utilization Rate

Item	2023		2024	
	Businesses with at least 5 employees	Businesses with at least 5 employees in the Design Industrial Classification	Businesses with at least 5 employees nationwide*	Businesses with at least 5 employees in the Design Industrial Classification
Design Utilization Rate	18.0%	37.3%	18.6%	37.8%

\* Calculation of design-utilizing companies excludes professional design companies.

### ▼ Design Utilization Rate



- Out of design-utilizing companies, 21.9% of them have a design department, while 62.2% of them employ designers, and 56.9% of them outsource their designers.

### ▼ Design Utilization Rates & Designer Hiring Rate (Based on the Survey of the Status of General Companies' Use)<sup>2)</sup>

Total design-utilizing companies	Number of companies with design departments	Number of companies employing designers	Number of companies outsourcing designers
152,258	33,412 (21.9%)	94,698 (62.2%)	86,654 (56.9%)

<sup>2)</sup> The 2nd survey is extracted based on industry and scale, rather than the design utilization criteria of the 1st survey. Thus, the results of the design utilization criteria, such as having a design department, employing designers, and outsourcing them, for the survey of general companies' utilization differ from the results of the survey of design-utilizing companies (2nd survey).

▼ Design Utilization Rates of Businesses with 5 Employees or More

(Unit : Company tally)

Sections & Scale of the Standard Industrial Classification	Item		Design-utilizing rate	
	Businesses with at least 5 employees nationwide*	Design-utilizing companies		
Sections of the Standard Industrial Classification	Agriculture, forestry, & fishery	3,419	474	13.9%
	Mining	506	-	0.0%
	Manufacturing	143,370	42,427	29.6%
	Electric, gas, steam, & water utilities	1,054	-	0.0%
	Sewage and waste treatment, raw material recycling & environmental restoration industry	5,432	-	0.0%
	Construction	67,630	15,485	22.9%
	Wholesale & retail	123,039	27,338	22.2%
	Transportation	23,909	5,188	21.7%
	Accommodation & restaurant	106,408	28	0.0%
	Publishing, video, broadcasting, & information services	21,605	10,427	48.3%
	Finance & insurance	27,868	7,698	27.6%
	Real estate & leasing	27,168	2,700	9.9%
	Professional, scientific, & technical services (excluding professional design industry)	43,462	11,665	26.8%
	Business facilities management & business support services	22,640	7,400	32.7%
	Public administration, defense, & social security administration (excluding central government & municipalities)	11,437	108	0.9%
	Education service (excluding universities)	47,448	6,547	13.8%
	Healthcare & social services	99,772	10,293	10.3%
	Arts, sports, and leisure-related services	15,643	1,693	10.8%
	Associations & organizations, repair and other personal service industries	25,658	2,785	10.9%
By scale	Small enterprise	665,504	114,875	17.3%
	Medium enterprise	145,305	33,135	22.8%
	Large enterprise	6,658	4,249	63.8%
<b>Total</b>		<b>817,468</b>	<b>152,258</b>	<b>18.6%</b>

▼ Design-Utilization Rates in the Design Industrial Classification

(Unit : Company tally)

Sections & Scale of the Standard Industrial Classification	Number of Businesses		Design-utilizing rate	
	Businesses with at least 5 employees nationwide*	Design-utilizing companies		
By Industrial Classification	Product design	55,322	19,647	35.5%
	Visual design	21,809	12,035	55.2%
	Digital/multimedia design	10,438	5,618	53.8%
	Space design	92,081	25,781	28.0%
	Fashion/textile design	9,760	5,563	57.0%
	Service/experiential design	91,340	35,538	38.9%
	Industrial craft design	17,099	4,728	27.7%
	Design infrastructure (Design-based technology)	105,323	43,348	41.2%
	By scale	Small enterprise	311,939	114,161
Medium enterprise		79,411	32,015	40.3%
Middle market enterprise		4,051	2,779	68.6%
Large enterprise		7,772	3,303	42.5%
<b>Total</b>		<b>403,172</b>	<b>152,258</b>	<b>37.8%</b>

## 2) Design Industrial Scale of Design-Utilizing Companies

- The industry scale of design-utilizing companies was KRW 14.6110 trillion (with an average design investment of KRW 95.96 million).
- By industry, the scale was largest in Spatial Design (KRW 3.3754 trillion), followed by Design Infrastructure (KRW 2.9137 trillion), Product Design (KRW 2.6410 trillion), and Service/Experience Design (KRW 2.3876 trillion).
- By industry category, the average design investment was highest in Digital/Multimedia Design (KRW 176.93 million).
- In terms of the design industry scale by industry classification, Fashion/Textile Design increased by 36.1% year-on-year, while Product Design decreased by 1.9%, showing the largest change.
- By company size, the design industry scale of medium-sized enterprises increased by 49.1% compared to 2023, while that of large enterprises increased by 30.0%, medium enterprises by 17.4%, and small enterprises by 6.4%.

## ▼ Design Industrial Scale of Design-Utilizing Companies

(Unit : Company tally, KRW million)

Item	2023			2024			Year-on-year increase/decrease rate	
	Design-utilizing companies	Average design investment	Industrial scale	Design-utilizing companies	Average design investment	Industrial scale		
By industrial classification	Product design	18,279	147.21	2,690,935	19,647	134.43	2,641,030	-1.9%
	Visual design	11,610	105.34	1,222,962	12,035	134.31	1,616,409	32.2%
	Digital/multimedia design	6,782	127.95	867,750	5,618	176.93	994,015	14.6%
	Space design	24,721	103.33	2,554,387	25,781	130.93	3,375,403	32.1%
	Fashion/textile design	5,348	57.50	307,465	5,563	75.21	418,410	36.1%
	Service/experiential design	36,736	60.32	2,216,019	35,538	67.19	2,387,634	7.7%
	Industrial craft design	4,165	52.48	218,596	4,728	55.91	264,373	20.9%
	Design infrastructure	40,505	69.15	2,801,004	43,348	67.22	2,913,714	4.0%
By scale	Small enterprise	111,420	66.81	7,444,361	114,828	68.98	7,921,107	6.4%
	Medium enterprise	33,640	112.03	3,768,754	34,384	128.63	4,422,752	17.4%
	Middle market enterprise	1,855	285.94	530,454	1,799	439.67	790,769	49.1%
	Large enterprise	1,230	923.15	1,135,550	1,247	1,184.04	1,476,362	30.0%
<b>Total</b>	<b>148,144</b>	<b>86.94</b>	<b>12,879,118</b>	<b>152,258</b>	<b>95.96</b>	<b>14,610,988</b>	<b>13.4%</b>	

\*Calculation of the design industrial scale of design-utilizing companies excludes service costs of professional design companies.

### 3) Design Workforce of Design-Utilizing Companies

- The design workforce of design-utilizing companies totaled 263,671 persons, with an average of 1.73 designers per company, while companies employing designers had an average of 2.78 designers.
- By industry, the design workforce was largest in Spatial Design (63,453 persons), followed by Service/Experience Design (51,753 persons).
- By company size, large enterprises recorded the highest average design workforce at 8.72 persons.
- Compared to the workforce size in 2023, Industrial Craft Design increased by 43.8% and Fashion/Textile Design by 14.8%, while Design Infrastructure decreased by 26.4%.
- By company size, the largest decreases were observed among small enterprises (-7.1%) and large enterprises (-5.4%).

#### ▼ Design Workforce of Design-Utilizing Companies

(Unit : Persons)

Item	2023			2024			Year-on-year increase/decrease rate	
	Employing companies' average number of designers	Utilizing companies' average number of designers	Workforce scale	Employing companies' average number of designers	Utilizing companies' average number of designers	Workforce scale		
By industrial classification	Product design	3.68	2.38	43,548	2.85	2.10	41,239	-5.3%
	Visual design	2.63	1.88	21,806	2.56	2.02	24,282	11.4%
	Digital/multimedia design	3.36	2.67	18,096	3.99	3.11	17,490	-3.3%
	Space design	2.66	2.24	55,340	2.78	2.46	63,453	14.7%
	Fashion/textile design	1.83	1.41	7,555	1.82	1.56	8,674	14.8%
	Service/experiential design	5.11	1.51	55,370	3.30	1.46	51,753	-6.5%
	Industrial craft design	2.12	1.12	4,683	2.55	1.42	6,735	43.8%
	Design infrastructure	4.55	1.68	68,021	2.45	1.15	50,043	-26.4%
By scale	Small enterprise	2.89	1.53	170,326	2.16	1.38	158,181	-7.1%
	Medium enterprise	4.64	2.40	80,625	4.14	2.38	81,710	1.3%
	Middle market enterprise	9.72	6.45	11,974	13.29	7.17	12,901	7.7%
	Large enterprise	13.38	9.35	11,496	12.41	8.72	10,878	-5.4%
<b>Total</b>	<b>3.50</b>	<b>1.85</b>	<b>274,420</b>	<b>2.78</b>	<b>1.73</b>	<b>263,671</b>	<b>-3.9%</b>	

## 2. Scale & Workforce of Professional Design Companies

### 1) Design Industrial Scale of Professional Design Companies

- The industry scale of professional design companies was KRW 6.9355 trillion, up 21.3% from the previous year.
- By industry, Interior Design recorded the largest industry scale at KRW 2.6300 trillion, representing a 23.2% increase from 2023.

#### ▼ Design Industrial Scale of Professional Design Companies

(Unit : Company tally, KRW million)

Item	2023			2024			Year-on-year increase/decrease rate	
	Number of professional design companies	Average revenue	Industrial Scale	Number of professional design companies	Average revenue	Industrial Scale		
By industry	Product design	3,218	291.12	936,831	3,479	317.42	1,104,312	17.9%
	Visual design	10,203	199.03	2,030,675	11,738	204.84	2,404,402	18.4%
	Interior design	4,721	452.12	2,134,676	5,420	485.24	2,630,002	23.2%
	Fashion, textiles, & other designs	1,902	323.69	615,658	1,943	410.09	796,814	29.4%
<b>Total</b>	<b>20,044</b>	<b>285.26</b>	<b>5,717,840</b>	<b>22,580</b>	<b>307.15</b>	<b>6,935,530</b>	<b>21.3%</b>	

### 2) Design Workforce Scale of Professional Design Companies

- The design workforce (designers) of professional design companies is estimated at 34,473 persons (an average of 1.53 designers per establishment).
- Visual Design recorded the largest workforce at 17,319 persons.
- Overall, the number of designers increased, but the number of designers in Fashion, Textile, and Other Design decreased by 6.8% from the previous year.

#### ▼ Professional Design Companies Design Workforce Scale

(Unit : Company tally, persons)

Item	2023			2024			Year-on-year increase/decrease rate	
	Number of professional design companies	Average number of designers	Workforce scale	Number of professional design companies	Average number of designers	Workforce scale		
By industry	Product design	3,218	1.88	6,064	3,479	1.81	6,307	4.0%
	Visual design	10,203	1.57	16,040	11,738	1.48	17,319	8.0%
	Interior design	4,721	1.52	7,191	5,420	1.51	8,210	14.2%
	Fashion, textiles, & other designs	1,902	1.49	2,830	1,943	1.36	2,637	-6.8%
<b>Total</b>	<b>20,044</b>	<b>1.60</b>	<b>32,124</b>	<b>22,580</b>	<b>1.53</b>	<b>34,473</b>	<b>7.3%</b>	

### 1. Scale of Public Sector

- The public sector covers central government ministries and agencies (24 ministries(19 bu and 5 cheo) and 18 agencies) and local governments (243 administrative cities/autonomous districts). The scale of design investment in the public sector is calculated as the total budget of dedicated design departments in organizations that have such departments.
- The budget for dedicated design departments totaled KRW 208.2 billion, comprising KRW 81.6 billion for central government ministries and agencies and KRW 126.7 billion for local governments.
- The workforce of dedicated design departments totaled 553 persons, with 60 in central government ministries and agencies and 493 in local governments.
- The budget for dedicated departments decreased from KRW 251.1 billion in 2023 to KRW 208.2 billion in 2024, and the workforce also decreased from 569 persons in 2023 to 553 persons in 2024.

#### ▼ Design Investment Scale & Workforce Status of the Public Sector (Unit : KRW million, persons)

Item	2023		2024	
	Dedicated design departments' total budget	Dedicated departments' total number of employees	Dedicated design departments' total budget	Dedicated departments' total number of employees
Central government	84,190 *(13,333)	51	81,583 *(16,340)	60
Municipalities	166,937 *(39,698)	518	126,651 *(30,591)	493
<b>Total</b>	<b>251,127</b> <b>*(53,031)</b>	<b>569</b>	<b>208,234</b> <b>*(46,931)</b>	<b>553</b>

\* Industry scale excluding design service fees and support budget

## 2. Scale of Freelance Workforce

### Number of freelancers measuring formula

Self-employed designers without employees (Employment Survey by region)  
\*Excludes designers who are commercial, temporary, day laborers, self-employed with employees, and unpaid family workers.

- The number of freelance designers was 53,219.

### ▼ Job Hiring Status of Freelance Designers

Item	Self-employed without employees	Commercial, temporary, & daily laborers, the self-employed with employees, and unpaid family workers other than the self-employed without employees	Total
Workforce status (percentage)	53,219(18.3%)	237,282(81.7%)	290,501(100.0%)

### Freelance workforce measuring formula

Number of freelancers × Average monthly wage of self-employed designers without employees × 12 months

- The scale of the freelance market was KRW 1.3913 trillion.
  - Freelance market scale of KRW 1.3913 trillion = freelance designers (53,219)
    - × KRW 2.179 million, the average monthly wage of the self-employed without employees
    - × 12 months

\* Average monthly wage of the self-employed designers without employees is sourced from the Regional Employment Survey results.

### ▼ Freelance Scale Trends

Item	2020	2021	2022	2023	2024
Freelance designers	48,674	42,115	43,297	49,047	<b>53,219</b>
Freelance workforce	KRW 1.1223 trillion	KRW 995.9 billion	KRW 1.0256 trillion	KRW 1.1252 trillion	<b>KRW 1.3913 trillion</b>

### 3. Scale of Higher Education

#### Higher Education Scale

Annual Salaries of Design Department Faculty(KRW 292,843 million) + Research Funding for Design Departments(KRW 38,419 million)

- The total size of the design industry in the education sector was estimated at KRW 331.3 billion. (KRW 292.8 billion in annual salaries for faculty in design departments + KRW 38.4 billion in research funding for design departments)
- \* The workforce size of the education sector is the sum of faculty members in design-related departments at junior colleges and four-year universities (including graduate schools), including professors, associate professors, assistant professors, and non-tenure-track faculty.<sup>3)</sup>
- The number of faculty members in design departments was 2,545 in 2024, showing a slight decrease from 2,596 in 2023. Both the number of faculty members at four-year universities (1,757 → 1,718) and at junior colleges (838 → 827) decreased.

#### ▼ Annual Salary of Professors in Design Departments

(Unit : KRW million, persons)

Item	2023			2024			
	Professors' annual salary Average	Design department's number of faculty	Design departments Professors' estimated annual salary	Professors' annual salary Average	Design departments number of faculty	Design departments Professors' estimated annual salary	
4-year college	Full-time professor	138.2	811	112,117	142.3	777	<b>110,531</b>
	Associate professor	115.5	354	40,891	118.9	353	<b>41,958</b>
	Assistant professor	97.0	480	46,551	99.8	459	<b>45,806</b>
	Non-tenure faculty	72.7	112	8,159	74.8	129	<b>9,669</b>
<b>Subtotal</b>	-	1,757	207,718	-	1,718	<b>207,964</b>	
Professional college	Full-time professor	131.1	274	35,935	135.0	263	<b>35,492</b>
	Associate professor	107.0	186	19,896	110.1	170	<b>18,712</b>
	Assistant professor	87.0	242	21,053	89.5	237	<b>21,216</b>
	Non-tenure faculty	58.5	136	7,982	60.2	157	<b>9,459</b>
<b>Subtotal</b>	-	838	84,865	-	827	<b>84,879</b>	
<b>Total</b>	110.0	2,596	292,583	115.0	2,545	<b>292,843</b>	

\*The annual salary of professors in design department and the number of design department faculty members were calculated using the Education Statistics DB of the Korea Educational Development Institute.

#### ▼ Design Department's Research Costs

(Unit : KRW million)

Item	2023	2024	
4-year college	Central government support	16,257	17,071
	Local government support	1,670	2,838
	Private support	6,272	7,191
	Overseas support	0	157
	On-campus support	3,621	3,640
<b>Subtotal</b>	<b>27,820</b>	<b>30,897</b>	
Professional college	Professors' support	1,556	7,522
<b>Total</b>	<b>29,376</b>	<b>38,419</b>	

\* Refer to the results of the 2024 Nationwide University Research Activity Survey Analysis Report.

3) Until 2012, full-time faculty included presidents/chancellors, professors, associate professors, assistant professors, and full-time lecturers. Since the abolition of the full-time lecturer system in 2013, full-time faculty have included presidents/chancellors, professors, associate professors, and assistant professors, excluding full-time lecturers, while non-tenure-track faculty include adjunct professors, invited professors, part-time lecturers, emeritus professors, visiting professors, chair professors, and others. As the number of full-time lecturers is not provided by the Education Statistics Service of the Korea Educational Development Institute, it was estimated based on the rate of change in the number of enrolled students from 2023 to 2024.

## 04 Design Export/Import Scale

### Design-utilizing Companies Import Value

Amount Outsourced Overseas out of Design Service Fees

- The design import scale of design-utilizing companies is estimated at KRW 3.5 billion.

#### ▼ Scale of Design Imports

Item	2020	2021	2022	2023	2024
Design import	4,970	982	619	2,234	3,478

\*Because the import scale was based on fewer than 30 response cases and applying weights caused large fluctuations in the estimate, the figure was calculated by adjusting the weights for cases with weights exceeding 100 and for companies with high import amounts only in specific periods.

### Professional Design Companies Export Value

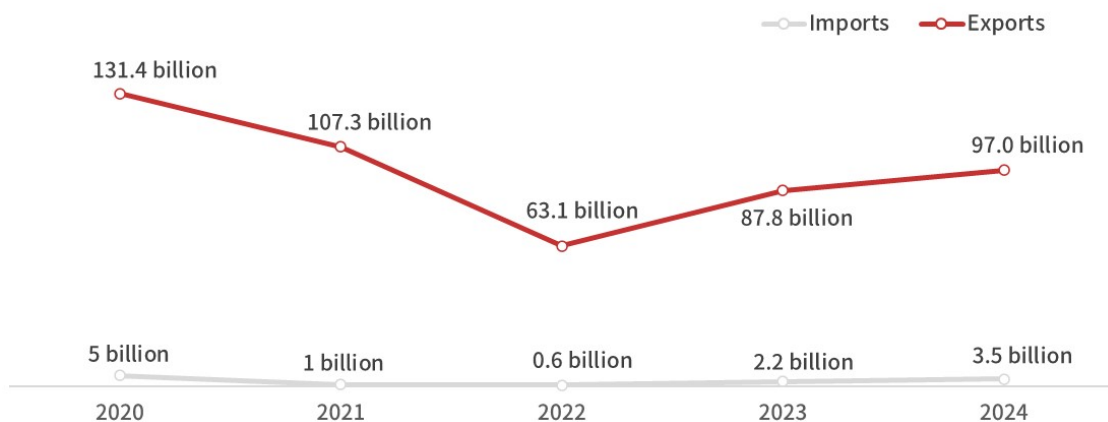
Overseas Sales out of Design Sales

- The design export scale of professional design companies is estimated at KRW 97.0 billion.

#### ▼ Scale of Design Exports

Item	2020	2021	2022	2023	2024
Design export	131,441	107,343	63,068	87,807	97,034

#### ▼ Scale of Design Export & Import



## Economic Value of Design

Sales of Businesses under the Design Industry Classification × Value-added Ratio × Design Contribution

- The economic value of design in 2024 was estimated at KRW 163 trillion (KRW 160 trillion in 2023).
- By industry, Service/Experience Design recorded the highest value at KRW 59.5 trillion, followed by Design Infrastructure (KRW 55.4 trillion), Spatial Design (KRW 19.9 trillion), and Product Design (KRW 14.3 trillion).

## ▼ The Economic Value of Design Field

Item	Revenue (Unit : KRW million)	Value-added ratio (Unit : %)	Design contributions (Unit : %)	Design's economic value (Unit : KRW million)
Product design	347,175,163	25.7%	16.0%	14,296,488
Visual design	107,420,897	25.3%	22.5%	6,117,029
Digital/multimedia design	40,730,479	43.5%	26.9%	4,771,844
Space design	173,223,308	42.8%	26.8%	19,888,068
Fashion/textile design	29,551,582	18.6%	29.9%	1,645,252
Service/experiential design	407,653,107	59.0%	24.7%	59,467,531
Industrial craft design	19,369,344	29.2%	28.0%	1,583,716
Design infrastructure	369,662,770	53.6%	28.0%	55,415,404
<b>Total</b>	<b>1,442,148,239</b>	-	-	<b>163,185,331</b>

\* Revenue = Total revenue of businesses falling under the Design Industry Classification (including professional design companies) × design utilization rate × revenue growth rate from 2023 to 2024 <sup>4)</sup>

\* Value-added ratio: Estimated with data from the Bank of Korea<sup>5)</sup>, and calculated for each design industry section by linking the Design Industry Classification Group and Product Classification Code.  
The value-added ratio is the percentage of value added in the total input of each product.

\* Design contribution: Results of the 2024 Survey of Design-Utilizing Companies

4) The revenue for 2024 was estimated by applying the all-industry revenue growth rate from the Corporate Management Analysis indicators published by the Bank of Korea to the total revenue of businesses falling under the Design Industry Classification in the 2021 Economic Census. The estimated revenue and the design utilization rate for the year were then applied to calculate the total revenue of design-utilizing companies.

5) The value-added ratios from the Bank of Korea's industry correlation table (based on the 2021 extended table) were used. I.O. (Input and Output) of product classification were matched with design groups to produce the most recent year's value-added ratio by design section, reflecting the distribution of businesses in the group.

## Status of Graduates & Employment of Design Departments

### 1. Current status of graduates & employed people of design departments at universities (Graduate schools)

- The total number of graduates from university or graduate school design departments was 20,273 (20,427 in the previous year), and the number of employed persons was 10,879 (11,593 in the previous year).
- Meanwhile, the number of graduates excluding those who advanced to further study, enlisted in the military, were ineligible for employment, were recognized as exempt, or were international students was 17,047 (17,375 in the previous year).

#### ▼ Status of Graduates & Employed People of Design Departments at Universities (Graduate Schools)

(Unit : Persons)

Item	Status of Graduates & Employed People		
	Graduates	Graduates (A)	Employed (B)
2024	20,273	17,047	10,879
2023	20,427	17,375	11,593
Increase/decrease	-154	-328	-714

#### ▼ Status of Graduates & Employed People of Design Departments at Universities (Graduate Schools) by Classification

(Unit : Persons)

Item	Status of Graduates & Employed People												
	Graduates				Graduates (A)				Employed (B)				
	B.S	M.S	Ph.D.	Total	B.S	M.S	Ph.D.	Total	B.S	M.S	Ph.D.	Total	
<b>Total</b>	<b>18,423</b>	<b>1,389</b>	<b>461</b>	<b>20,273</b>	<b>15,968</b>	<b>955</b>	<b>124</b>	<b>17,047</b>	<b>10,031</b>	<b>763</b>	<b>85</b>	<b>10,879</b>	
By school	Community colleges	6,742	-	-	6,742	5,545	-	-	5,545	3,674	-	-	3,674
	Universities	10,332	-	-	10,332	9,174	-	-	9,174	5,529	-	-	5,529
	Industrial universities	63	-	-	63	61	-	-	61	32	-	-	32
	Various colleges & universities	17	-	-	17	17	-	-	17	13	-	-	13
	Cyber universities (universities)	709	-	-	709	689	-	-	689	484	-	-	484
	Specialized colleges	261	-	-	261	220	-	-	220	100	-	-	100
	Technical universities	299	-	-	299	262	-	-	262	199	-	-	199
	General graduate schools	-	634	396	1,030	-	313	104	417	-	231	70	301
	Professional & special graduate schools	-	755	65	820	-	642	20	662	-	532	15	547
By major	General Design	1,928	480	196	2,604	1,708	274	50	2,032	1,023	204	31	1,258
	Product design	2,483	101	16	2,600	2,144	70	8	2,222	1,338	55	4	1,397
	Visual design	3,765	110	17	3,892	3,217	96	4	3,317	1,974	67	1	2,042
	Digital/multimedia design	2,875	88	58	3,021	2,547	52	13	2,612	1,462	44	10	1,516
	Space design	2,510	161	30	2,701	2,119	133	11	2,263	1,443	115	10	1,568
	Fashion/textile design	3,433	155	9	3,597	2,993	106	7	3,106	2,034	81	6	2,121
	Service/experience design	607	132	75	814	574	85	8	667	353	70	7	430
	Industrial craft design	689	68	60	817	543	45	23	611	326	34	16	376
	Design infrastructure	133	94	-	227	123	94	-	217	78	93	-	171

\* Data cited from the Korea Educational Development Institute

\* Survey-based date : December 31, 2024 (graduates: February 2024 graduates and August 2023 graduates)

\* Graduates are divided into employed and non-employed groups, with the non-employed further categorized as follows: those who have enrolled in higher education, those who have enlisted in the military, those ineligible for employment, those recognized as exempt, and international students. When calculating the employment rate, only graduates (A) - that is, those excluding enrollees in higher education, military enlistees, those ineligible for employment, those recognized as exempt, and international students - are used.

\* Graduates (A) refer to the number of students who have graduated, excluding enrollees in higher education, the military service enlisted, the ineligible for employment, the exempt, international students, etc.

\* Employed persons (B) refers to the number of workplace health insurance subscribers, on-campus employees, overseas employees, workers in agriculture, forestry and fisheries, persons engaged in individual creative activities, one-person start-ups/businesses, and freelancers as of the reference date (December 31, 2024).

## 2. Status of Graduates & the Employment Rate of Design Departments at Universities (Graduate Schools)

- The employment rate of graduates from design departments was 63.8%<sup>6)</sup>, down 2.9 percentage points from the previous year.
- Employment rates by degree were 62.8% for bachelor's degrees, 79.9% for master's degrees, and 68.5% for doctoral degrees.

### ▼ Status of Graduates & the Employment Rate of Design Departments at Universities (Graduate Schools)

(Unit : Persons)

Item	Status of Graduates & the Employment Rate		
	Graduates (A)	Employed (B)	Employment rate (C=B/A)
2024	17,047	10,879	63.8%
2023	17,375	11,593	66.7%
Increase/decrease	-328	-714	-2.9%p

### ▼ Status of Graduates & the Employment Rate of Design Departments at Universities (Graduate Schools)

(Unit : Persons)

Item	Status of Graduates & the Employment Rate												
	Graduates (A)				Employed (B)				Employment rate (C=B/A)				
	B.S	M.S	Ph.D.	Total	B.S	M.S	Ph.D.	Total	B.S	M.S	Ph.D.	Total	
<b>Total</b>	<b>15,968</b>	<b>955</b>	<b>124</b>	<b>17,047</b>	<b>10,031</b>	<b>763</b>	<b>85</b>	<b>10,879</b>	<b>62.8</b>	<b>79.9</b>	<b>68.5</b>	<b>63.8</b>	
By school	Community colleges	5,545	-	-	5,545	3,674	-	-	3,674	66.3	-	-	66.3
	Colleges	9,174	-	-	9,174	5,529	-	-	5,529	60.3	-	-	60.3
	Industrial universities	61	-	-	61	32	-	-	32	52.5	-	-	52.5
	Various colleges & universities	17	-	-	17	13	-	-	13	76.5	-	-	76.5
	Cyber universities (Universities)	689	-	-	689	484	-	-	484	70.2	-	-	70.2
	Specialized colleges	220	-	-	220	100	-	-	100	45.5	-	-	45.5
	Technical universities	262	-	-	262	199	-	-	199	76.0	-	-	76.0
	General graduate schools	-	313	104	417	-	231	70	301	-	73.8	67.3	72.2
	Professional & special graduate schools	-	642	20	662	-	532	15	547	-	82.9	75.0	82.6
By major	General Design	1,708	274	50	2,032	1,023	204	31	1,258	59.9	74.5	62.0	61.9
	Product design	2,144	70	8	2,222	1,338	55	4	1,397	62.4	78.6	50.0	62.9
	Visual design	3,217	96	4	3,317	1,974	67	1	2,042	61.4	69.8	25.0	61.6
	Digital/multimedia design	2,547	52	13	2,612	1,462	44	10	1,516	57.4	84.6	76.9	58.0
	Space design	2,119	133	11	2,263	1,443	115	10	1,568	68.1	86.5	90.9	69.3
	Fashion/textile design	2,993	106	7	3,106	2,034	81	6	2,121	68.0	76.4	85.7	68.3
	Service/experiential design	574	85	8	667	353	70	7	430	61.5	82.4	87.5	64.5
	Industrial craft design	543	45	23	611	326	34	16	376	60.0	75.6	69.6	61.5
	Design infrastructure	123	94	-	217	78	93	-	171	63.4	98.9	-	78.8

\* Data cited from the Korea Educational Development Institute

\* Survey-based date : December 31, 2024 (graduates: February 2024 graduates and August 2023 graduates)

\* Graduates are divided into employed and non-employed groups, with the non-employed further categorized as follows: those who have enrolled in higher education, those who have enlisted in the military, those ineligible for employment, those recognized as exempt, and international students. When calculating the employment rate, only graduates (A) – that is, those excluding enrollees in higher education, military enlistees, those ineligible for employment, those recognized as exempt, and international students – are used.

\* Graduates (A) refer to the number of students who have graduated, excluding enrollees in higher education, the military service enlisted, the ineligible for employment, the exempt, international students, etc.

\* Employed persons (B) refers to the number of workplace health insurance subscribers, on-campus employees, overseas employees, workers in agriculture, forestry and fisheries, persons engaged in individual creative activities, one-person start-ups/businesses, and freelancers as of the reference date (December 31, 2024).

\* Employment rate:  $\text{Employed (B)} / \{ \text{Graduates (A)} - (\text{Enrollees in higher education} + \text{Military service enlisted} + \text{The ineligible for employment} + \text{The exempt} + \text{International students}) \} * 100$

6) During the same period, the overall employment rate of higher education institutions nationwide was 69.5% (Ministry of Education, 2024).

# Appendix

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Questionnaire





## 2025 Design Industry Statistics of Korea (General Companies, Companies Utilizing Design)



Greetings. We extend our best wishes to your company in all its endeavors.

The Ministry of Trade, Industry and Energy, in collaboration with the Korea Institute of Design Promotion, is compiling the "2025 Design Industry Statistics of Korea." This initiative is in line with the objectives outlined in Article 10(2) of the Industrial Design Promotion Act, aiming to effectively implement a comprehensive plan for the promotion of industrial design.

This survey has received official approval under Article 18 of the Statistics Act. The survey will serve as crucial baseline data for effectively analyzing design policies and enhancing design competitiveness across various companies. We kindly request you to dedicate a few minutes to complete this survey.

Your responses will be treated with the strictest confidentiality in accordance with Article 33 of the Statistics Act. They will be solely utilized for statistical purposes. We sincerely ask for your honest responses.

September 2025

Ministry of Trade, Industry and Energy and Korea Institute of Design Promotion

<b>Orgaing Institute</b>	Design Policy Research Center, Korea Institute of Design Promotion <b>Soo Min Lee</b> T 031-780-2145, E soomin@kidp.or.kr	<b>Research Institute</b>	Kstat Research <b>Dae Young Yang</b> T 02-6188-6017, E dyyang@kstat.co.kr
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### A. Basic business status

★ Please answer all questions below on the basis of the company, not the corporation.

ID	※Filled in by the interviewer	Company ID	※Filled in by the interviewer
1. Name of company			
2. Company registration number	—		
3. Company address			
4. Main products and services offered	Products		
	Services		
5. Founding year			
6. Corporation Size	① Large	② Midsize	③ Medium    ④ Small
7. Organization Type	① Sole proprietorships	]→ Type	① Sole proprietorships
	② Corporate entity		② Headquarters, main office, etc.
③ Non-business corporation	③ Factories, branches (stores), sales offices, etc.		
④ Unincorporated organization			
	※ <b>Non-business corporations:</b> Businesses, foundations, corporations, and special corporations (law firms, accounting firms, corporations, public corporations, etc.) established under the Civil Code or special laws.		
	※ <b>Unincorporated organizations:</b> Unincorporated organizations or groups, religious groups, cultural groups, or support groups, etc.		
8. Listing	① Listed	② Unlisted	
9. Women enterprise	① Women enterprise	② Not applicable	

■ Respondent Information

Name of respondent		Respondent contacts	( ) -
Respondent department (team)		Respondent position	
		Major	① Design Major    ② Non-design Majors

**B. Survey of design utilization**

SC1. The following are questions about your company’s utilization of design.

Items	Yes	No
1) As of December 2024, did your company have a <b>design department</b> ?	①	②
2) As of December 2024, did your company have any <b>designers</b> as employees? ※ Designer: One who has studied a design-related major or holds a certificate related to design work, or one who did not study a design-related major or does not hold a certificate but possesses at least two years of experience in design work among those hired as designers.	①	②
3) During 2023 and 2024, did your company hire <b>Professional Design Companies or freelancers</b> to promote your business or company?	①	②

SC2. (If you responded “no” to all SC1 items): Reconfirmation question

1) Has your company launched a new product or changed the design of an existing product during 2023–2024?

- ① Yes ➡ Go to additional question      2) ② No ➡ **End survey**

(If the company has launched a new product or changed the design)

2) How did you design the new product or change the design (in-house, outsourced, etc.)?

- ▶ In-house: Double-check on the presence of design staff
- ▶ External: Double-check on the hiring of freelance or professional services

## C. Status of design utilization

※ [Q1] should only be responded by companies with a design department in SCL.

Q1) Please check **all** that apply to how your company's **design department** is structured.

- ① Independent design organizations, such as corporate design centers and design institutes, exist.
- ② Design departments exist within R&D-related organizations such as R&D labs.
- ③ Design departments exist within organizations other than R&D, such as product planning and marketing.
- ④ Other( )

Q2) Please indicate your company's design utilization percentage.

The utilization percentages total 100%.

Utilized Area	Scope	Percentage
① Product Design	Electrical and electronic product design, multipurpose machine and tool design, household and environmental product design, transportation equipment design, furniture design, manufacturing company headquarters design, and other product design	%
② Visual Design	Editorial design, food and drug package design, non-food and drug package design, advertisement design (print media), and other visual design	%
③ Digital/Multimedia Design	Video design, web design, game design, and other digital/multimedia design	%
④ Space Design	Architectural design, interior decoration design, exhibition and stage design, interior material design, exterior design, landscape and leisure space design, built environment design, and civil environment design	%
⑤ Fashion/Textile Design	Fashion design, functional fashion design, textile design, and miscellaneous goods design	%
⑥ Service/Experience Design	Service design, interaction design, and other service/experience design	%
⑦ Industrial Crafts Design	Metalworks, ceramics, textiles, woodworks, and other crafts	%
⑧ Design Infrastructure	Design mockups, design research and development, and other design services	%
<b>Total</b>		<b>100%</b>

Q3) Choose the number that best describes your company's **design utilization phase**.

- ① Design is a crucial aspect of a company's strategy.
- ② Design is essential but not the centerpiece of a company's development phase.
- ③ Design is utilized in the final stage to enhance the appeal of the final product.
- ④ The company does not utilize design systematically.

Q4) Please indicate the percentage of your company's **design development services by contract type**. The utilization percentages total 100%.

Item	Contracts per project	Annual contracts	Total
Percentage	%	%	<b>100%</b>

※ Contract per project: A single contract designed to develop and improve the design of a specific product or service.

※ Annual contract: An annual contract for the development and refinement of the design of a product or service, which includes work to supplement the design developed and refined during the term.

Q4-1) Please indicate the level of **satisfaction with the quality** of the design services your company has commissioned for development by **contract type**.

※ **Only indicate the level of satisfaction with the type of contract answered in Q4).**

Item	Not at all satisfied	Not that satisfied	Averagely satisfied	More or less satisfied	Very satisfied
<b>Contracts per project</b>	①	②	③	④	⑤
<b>Annual contracts</b>	①	②	③	④	⑤

※ Contract per project: A single contract designed to develop and improve the design of a specific product or service.

※ Annual contract: An annual contract for the development and refinement of the design of a product or service, which includes work to supplement the design developed and refined during the term.

Q5) What are the challenges of **utilizing design** in your company? Please **select only two** in order.

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① Lack of design experts and capacity of Professional Design Companies
- ② Difficulty communicating with designers
- ③ Difficulty securing design experts
- ④ Difficulty in selecting a good Professional Design Companies
- ⑤ Difficulty securing a budget
- ⑥ Burden of design development expenses
- ⑦ Other( \_\_\_\_\_ )

## D. Design stature and contributions

Q6) Please **select all stages** in which your designer or the Professional Design Companies who have commissioned the service are involved in the following new product (service) development process.

Item		(Only companies hiring designers in SC1 on page 2) Designer involvement	Involvement of Professional Design Companies	Freelance designer involvement
<b>Planning and strategies</b>	<b>Market research</b>	①	①	①
	<b>Deriving strategy</b>	②	②	②
	<b>Establishing concepts</b>	③	③	③
<b>Design development</b>	<b>Discovering ideas</b>	④	④	④
	<b>Creating design mockup</b>	⑤	⑤	⑤
	<b>Sample creation and user validation</b>	⑥	⑥	⑥
<b>Post management</b>	<b>Rightsizing your design</b>	⑦	⑦	⑦
	<b>Managing mass production</b>	⑧	⑧	⑧
	<b>Public relations and marketing</b>	⑨	⑨	⑨



## E. Design workforce

※ Write the number of employees and designers in the design department only if applicable.

Q9) Please indicate your organization's **workforce** as of December 31, 2024.

Item	① Permanent workers			② Temporary and day-to-day workers			Total (①+②)		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Total number of employees	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons
Number of designers	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons
Number of administrative employees	persons			persons			persons		
Number of R&D employees	persons			persons			persons		
Number of skilled/production employees	persons			persons			persons		

Item	① Permanent workers			② Temporary and day-to-day workers			Total (①+②)		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Number of employees in the design department (including support staff)	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons

※ Permanent workers: Workers employed for an unlimited period of time and subject to human resource management regulations and receive bonuses and other benefits, or those who have contracted employment for more than one year outside of a company.

※ Temporary and day-to-day workers: Workers whose employment contract is for less than one year and who are paid by the company.

※ Designers: One among hired designers who has studied a design-related major or holds a certificate related to design work, or one who did not study a design-related major or does not hold a certificate but possesses at least two years of experience in design work.

※ Q10) through Q16) are only for designer hiring companies in SC1.

Companies that do not employ designers respond from  Q17)

Q10) This question is about the **status of designers** in your company as of December 31, 2024.

By job title	Employee	Deputy	Chief/Deputy Chief	Director	Executive/Director level	Vice President/President	Total
	persons	persons	persons	persons	persons	persons	※ Write the same as the number of designers in Q9
By age	Under 30	30s	40s	50s	60 and older		
	persons	persons	persons	persons	persons		
By education	High School or less	Community college	University	Master's	Doctorate		
	persons	persons	persons	persons	persons		

Q11) This question concerns your company's number of job openings and hires of **experienced and new recruits and retirees** during 2024.

Item	Job openings		Hired		Retirees	
	Experienced	New	Experienced	New	Experienced	New
<b>Entire company</b>	persons	persons	persons	persons	persons	persons
<b>Designers</b>	persons	persons	persons	persons	persons	persons

- ※ Number of permanent workers
- ※ Job openings: Number of jobs posted
- ※ Hired employees: Number of final hires

Q11-1) (If you responded to have retired designers in Q11)

Please write down the **tenure of the designers who left your company** in 2024.

Item	Less than 1 year	1-3 years	3-5 years	5-10 years	More than 10 years	Total
<b>Number of retirees</b>	persons	persons	persons	persons	persons	persons

Q12) What is your **primary channel for hiring designers**? Please select **two responses**.

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① Job sites
- ② Recruitment via the company's homepage/social media
- ③ Referrals from acquaintances (school, workplace, etc.)
- ④ Scouting personnel from the same industry
- ⑤ School Career Center
- ⑥ Public Employment Support Center
- ⑦ Recruitment at job fairs
- ⑧ Other( \_\_\_\_\_ )

Q13) Why is it **difficult to hire designers**? Please select **two responses**.

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① Failure to actively recruit
- ② Intense competition with other companies to attract talent
- ③ No applicants possessing the education and qualifications required by the company
- ④ No applicants possessing the experience required by the company
- ⑤ The wages and hours offered by the business do not match the job seeker's expectations
- ⑥ Company's location and work environment
- ⑦ It is a job that job seekers do not want, such as 3D jobs.
- ⑧ Other ( \_\_\_\_\_ )

## F. Designer education cost

Q14) Please **select all** the **designer retraining methods** conducted in your company in 2024.

- ① In-house training (internal instructors)
- ② In-house special lectures (external instructors)
- ③ Outsourced training (paid)
- ④ Studying abroad (excluding degree programs)
- ⑤ (Domestic and international) degree programs
- ⑥ Conferences, seminars, or exhibitions
- ⑦ Use of government/publicly funded free education (online)
- ⑧ Use of government/publicly funded free education (offline)
- ⑨ No retraining conducted

Q15) What **retraining** is required to improve designers' skills at your company? Please **select all**.

Design skills	Business skills	Convergence skills
① Ability to utilize design-related SW	⑧ Ability to utilize trends	⑮ Creativity
② Design expressiveness	⑨ Planning skills (business planning and strategy formulation, etc.)	⑯ Teamwork (collegiality)
③ Design research skills	⑩ Marketing skills	⑰ Leadership
④ CMF-related skills	⑪ Presentation skills	⑱ Interdisciplinary skills (engineering, etc.)
⑤ UI/UX design	⑫ Communication skills	⑲ Understanding of emerging technologies(AI, AR, VR, etc.)
⑥ Service design methodology and practice	⑬ Foreign language skills	⑳ Statistical skills
⑦ Brand development	⑭ Report-writing skills	㉑ Ability to understand and utilize domestic and international market information

Q16) Please select the **two biggest challenges in retraining designers**.

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① Lack of budget for training
- ② Unpredictable work situations
- ③ Lack of time/substitute workers
- ④ Lack of awareness from management and relevant departments
- ⑤ Lack of quality retraining programs
- ⑥ Lack of information on retraining
- ⑦ Lack of specialized retraining organizations
- ⑧ Return on investment, including turnover after retraining
- ⑨ Other ( \_\_\_\_\_ )

## G. Design investment performance

Q17) Please indicate your company's **business performance in 2024**.

Item		10T	1T	100 B	10 B	1B	100 M	10 M	1M
① Revenue	Total revenue earned from business activities during the year								
② Labor costs	Allowances paid to employees for labor costs, such as salaries, benefits, and retirement benefits.								
③ R&D costs	The sum of research, development, and general development expenses								
④ Operating profit	Revenue - Operating expenses (cost of goods sold, SG&A, etc.)								

Q18) Please indicate your company's design investment in **2024** and the **cost and number of design developments**.

※ The cost of “② Design service costs (outsourced)” and “Ⓑ Outsourced design development” should be identical. Outsourced design development should equal the “by outsourced type” total and the “by domestic and foreign type” total.

Item	10T	1T	100B	10 B	1B	100 M	10 M	1M
<b>Total design investment (①+...+⑦)</b>								
<b>① Internal designer labor costs</b>								
<b>② Design service costs (outsourced)</b>								
<b>③ Design machinery/devices and software costs</b> Machine/device and SW purchase/management costs for design development								
<b>④ Land/building costs for design and R&amp;D</b> Land for design R&D, building purchase/renovation costs, lease payments, etc.								
<b>⑤ Design/designer training costs</b>								
<b>⑥ Costs for acquisition and management of design intellectual property rights</b> Acquisition and administration costs for design-related intellectual property (Patents, utility models, designs, trademarks, etc.)								
<b>⑦ Other design-related operating costs</b> Other expenses such as costs of materials for design research, handouts, supplies, travel, etc.								

Design development cost		Number of Design Developments	
Total (A+B)		Total (A+B)	
	Million Won		Cases
<b>Ⓐ In-house design development</b> *Designs developed by in-house personnel	Million Won	<b>Ⓐ In-house design development</b>	Cases
<b>Ⓑ Outsourced design development</b> (B = ㉑+㉒+㉓+㉔ = ㉕+㉖) *Designs developed by external organizations and personnel	Million Won	<b>Ⓑ Outsourced design development</b> (b = ㉑+㉒+㉓+㉔ = ㉕+㉖)	Cases
By out-sourced type	<b>㉑ Affiliates specializing in design within the group</b>	<b>㉑ Affiliates specializing in design within the group</b>	Cases
	<b>㉒ External professional design companies</b>	<b>㉒ External professional design companies</b>	Cases
	<b>㉓ Freelancers</b>	<b>㉓ Freelancers</b>	Cases
	<b>㉔ Other design service costs</b>	<b>㉔ Other design service costs</b>	Cases
By domestic and foreign type	<b>㉕ Domestic referrals</b>	<b>㉕ Domestic referrals</b>	Cases
	<b>㉖ International referrals</b>	<b>㉖ International referrals</b>	Cases

Q19) What is your company's **outlook on design investment and hiring designers** in the future?

Write 100% if it is the same as 2024, 50% if it is half of 2024, 200% if doubled, etc.

Item	Outlook to 2025		Outlook to 2026	
① Outlook on design investment	(        )% of 2024		(        )% of 2024	
② Outlook on hiring designers	If you have a designer	(        )persons, (        )% of 2024	If you have a designer	(        )persons, (        )% of 2024
	If you do not have a designer	(        ) job openings	If you do not have a designer	(        )job openings

Q20) Please fill in the **percentage of factors** influencing your company's **revenue**.

Factors	Design	Brand	Corporate image	Marketing (PR/Advertising)	Customer services	Product performance	Distribution	Total
Weight by factor	%	%	%	%	%	%	%	100%

※ Corporate image: Corporate eco-friendliness, ethics, and reliability

※ Service providers are to respond with elements in parentheses

Q21) Please list any **design certifications, awards, and IPR filings/registrations owned by your company** in 2024.

Item	Domestic	Overseas
Design awards	Cases	Cases
Patent/Utility Model/Design/Trademark filings	Cases	Cases
Patent/Utility Model/Design/Trademark Registrations	Cases	Cases

※ Example of a design-related award

:(Domestic) Good Design (GD), Korea International Design Award, Design Korea Award, etc.

:(Overseas) German iF Design Award, German Red Dot Design Award, US IDEA, Japanese Good Design Award, etc.

## H. Overseas Business Status

Q22) Does your company currently have any **overseas business** or **plans to have one in the future?**

- ① In progress      ② Planned for the future ⇒ To Q22-3      ③ No plan ⇒ To Q23

Q22-1) What is the form of your company's **overseas business**? Please select two responses.

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① Establishing and operating a corporation overseas
- ② Operating a liaison office overseas (unregistered)
- ③ Collaboration with overseas companies, including partnerships
- ④ Utilizing local experts abroad (business development, designers, etc.)
- ⑤ Conducting industry-academic projects with overseas universities
- ⑥ Promoted domestically (including local travel, if necessary)
- ⑦ Entering overseas online distribution channels
- ⑧ Entering overseas offline distribution channels
- ⑨ Finding buyers through participation in overseas exhibitions

Q22-2) Which **region does your company operate business in?** Please write the specific country (region).

- ① China (Region: \_\_\_\_\_ )
- ② Asia (Country: \_\_\_\_\_ )
- ③ Europe (Country: \_\_\_\_\_ )
- ④ USA (Country: \_\_\_\_\_ )
- ⑤ Other (Country: \_\_\_\_\_ )

Q22-3) In which areas does your company require **government support to expand overseas and export products?** Please select two responses in order.

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① Overseas expansion/export training
- ② Diagnosis and improvement in your company's global capabilities
- ③ Overseas market research
- ④ Participation in overseas exhibitions
- ⑤ Overseas buyer consultation
- ⑥ Support for overseas online business (online mall)
- ⑦ Support for overseas offline business
- ⑧ Support for overseas local business spaces
- ⑨ Building a network of overseas organizations/companies
- ⑩ Export subsidies
- ⑪ English contracts and brochures
- ⑫ Other ( )

## I. Government policy and demand for support

Q23) Which **design-related government support** does your company need the most? Please select two responses in order.

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① Design education support
- ② Increased funding (loans, grants, etc.)
- ③ R&D and technical support
- ④ Support in export and international cooperation
- ⑤ Connection with designers (including internship support)
- ⑥ Connection with Professional Design Companies
- ⑦ Maintenance of related system and deregulation
- ⑧ Other( )

## J. Design trends

Q24) Have you ever utilized a service based on generative artificial intelligence(AI) technology in your work?

※ Generative AI (AI) refers to AI that can generate text, images, videos, and other media in response to prompts. It is an AI field that focuses on creating new content based on data rather than simply analyzing existing data.

(Examples of generative AI (AI): ChatGP, Gemini, Claude, Bert, DeepDream, StableDiffusion, MidJourney, Dali, SunoAI, Sora, Adobe Firefly, etc.)

	Item	Usage stage	Utilization Software
applic ation	<b>Design planning</b> Market and trend analysis, Consumer preference analysis, Bid and contract analysis, Automatic design data recognition, etc.	<input type="checkbox"/>	
	<b>Concept design</b> Create sample images, Create design sketches, Visualize design concepts, etc.	<input type="checkbox"/>	
	<b>Detailed design</b> Product creation design, Product CMF recommendation, Process design automation, UX/UI, logo automatic generation, etc.	<input type="checkbox"/>	
	<b>Prototype Evaluation (Prototyping)</b> Virtual implementation of prototypes, AI-based prototype evaluation, 3D design simulation, etc.	<input type="checkbox"/>	
	<b>Other</b> In addition to the above categories If your company utilizes it	<input type="checkbox"/>	
	<b>Unused</b>		<input type="checkbox"/>

Q25) What are the barriers to utilize generative artificial intelligence (AI) technology-based services in your work?

1<sup>st</sup>: \_\_\_\_\_, 2<sup>nd</sup>: \_\_\_\_\_

- ① Subscription Cost Burden
- ② Security Issues
- ③ Lack of infrastructure and manpower
- ④ Difficulty in utilizing
- ⑤ Compatibility Issues
- ⑥ Absence of need for utilization
- ⑦ Legal issues such as copyright
- ⑧ Absence of relevant educational programs
- ⑨ Opposition from management (internal issues)
- ⑩ Other (                    )
- ⑪ No barriers

Q26) Does your company consider “eco-friendliness factors” when developing designs?

Not at all	Not really	Somewhat	Yes	Very much
①	②	③	④	⑤

Q27) What are the barriers to “design development that considers eco-friendliness” in your company? Please select **two responses** in order.

1<sup>st</sup>: \_\_\_\_\_, 2<sup>nd</sup>: \_\_\_\_\_

- ① Lack of knowledge/know-how
- ② Decreased quality
- ③ Decreased price competitiveness
- ④ Customer dissatisfaction
- ⑤ Lack of experts and specialists
- ⑥ Increased development time
- ⑦ Other(                    )

♣ Thank you very much for your cooperation in the survey. ♣



## 2025 Design Industry Statistics of Korea (Professional design company)



Greetings. We extend our best wishes to your company in all its endeavors.

The Ministry of Trade, Industry and Energy and the Korea Institute of Design Promotion are compiling the "2025 Design Industry Statistics of Korea." This initiative is aimed at effectively implementing a comprehensive plan for the promotion of industrial design, as stipulated in Article 10(2) of the Industrial Design Promotion Act.

This survey is an approved statistic under Article 18 of the Statistics Act. It is an important survey that will serve as baseline data for effectively analyzing design policies and enhancing design competitiveness across companies. We kindly request that you to take a few minutes to complete the survey.

Your responses will be treated with utmost confidentiality in accordance with Article 33 of the Statistics Act and will only be used for statistical purposes. Your honest responses are highly appreciated.

September 2025

Ministry of Trade, Industry and Energy and Korea Institute of Design Promotion

<b>Orgaing Institute</b>	Design Policy Research Center, Korea Institute of Design Promotion <b>Soo Min Lee</b> T 031-780-2145, E soomin@kidp.or.kr	<b>Research Institute</b>	Kstat Research <b>Dae Young Yang</b> T 02-6188-6017, E dyyang@kstat.co.kr
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### A. Basic business status

★ Please answer all questions below in accordance with the company, not the corporation.

ID	※Filled in by the interviewer	Company ID	※Filled in by the interviewer
1. Name of company			
2. Company registration number	—	—	
3. Company address			
4. Address type	<b>Kindly mark the appropriate box if the above address applies to you</b>		<input type="checkbox"/> Company address is separate from residence <input type="checkbox"/> Company address is the residence address
5. Main products and services offered	Products		
	Services		
6. Founding year			
7. Organization Type	① Sole proprietorships ② Corporate entity ③ Non-business corporation	]→ Type	<input type="checkbox"/> ① Sole proprietorships <input type="checkbox"/> ② Headquarters, main office, etc. <input type="checkbox"/> ③ Factories, branches (stores), sales offices, etc.
	※ <b>Non-business corporations</b> Businesses, foundations, corporations, and special corporations (law firms, accounting firms, corporations, public corporations, etc.) established under the Civil Code or special laws.		
8. Listing	① Listed	② Unlisted	
9. Women enterprise	① Women enterprise	② Not applicable	
10. Registration as Professional design company	① Registered ※ <b>Please check all the registered fields.</b> (☞ ① Visual Design ② Packaging Design ③ Product Design ④ Environmental Design ⑤ Multimedia ⑥ Service Design ⑦ Others : _____)		
	② Unregistered		

## ■ Respondent information

Name of respondent		Respondent contacts	( ) -
Respondent department (team)		Respondent position	
		Major	① Design Major ② Non-design Majors

## B. Status of design utilization

Q1) Please indicate the weight of your company's **primary design focus**. The sum of the weights is 100%.

Areas of focus	Scope	Percentage
① Product Design	Electrical and electronic product design, multipurpose machine and tool design, household and environmental product design, transportation equipment design, furniture design, manufacturing company headquarters design, and other product design	%
② Visual Design	Editorial design, food and drug package design, non-food and drug package design, advertisement design (print media), and other visual design	%
③ Digital/Multimedia Design	Video design, web design, game design, and other digital/multimedia design	%
④ Space Design	Architectural design, interior decoration design, exhibition and stage design, interior material design, exterior design, landscape and leisure space design, built environment design, and civil environment design	%
⑤ Fashion/Textile Design	Fashion design, functional fashion design, textile design, and miscellaneous goods design	%
⑥ Service/Experience Design	Service design, interaction design, and other service/experience design	%
⑦ Industrial Crafts Design	Metalworks, ceramics, textiles, woodworks, and other crafts	%
⑧ Design Infrastructure	Design mockups, design research and development, and other design services	%
<b>Total</b>		<b>100%</b>

## C. Workforce Status

Q2) This question is about your company's **workforce** as of December 31, 2024.

Item	① Permanent workers			② Temporary and day-to-day workers			Total (①+②)		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Total number of employees (①+②+③+④)	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons
① Number of designers	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons
② Number of administrative employees	persons			persons			persons		
③ Number of R&D employees (excluding designers)	persons			persons			persons		
④ Number of skilled/production employees	persons			persons			persons		

Item	① Permanent workers			② Temporary and day-to-day workers			Total (①+②)		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Design department (including support staff)	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons

- ※ Permanent workers: Workers employed for an unlimited period of time and subject to human resource management regulations, with bonuses and other benefits, or those who have contracted employment for more than one year outside of a company.
- ※ Temporary and day-to-day workers: Workers whose employment contract is for less than one year and who are paid by the company.
- ※ Designers: One among hired designers who has studied a design-related major or holds a certificate related to design work, or one who did not study a design-related major or does not hold a certificate but possesses at least two years of experience in design work.

Q3) This question is about the **number of designers** in your organization **by position, age, and education** as of December 31, 2024.

By job title	Employee	Deputy	Chief/Deputy Chief	Director	Executive/Director level	Vice President/President	Total
		persons	persons	persons	persons	persons	persons
By age	Under 30	30s	40s	50s	60 and older		
	persons	persons	persons	persons	persons		
By education	High School or less	Community college	University	Master's	Doctorate		
	persons	persons	persons	persons	persons		

Q4) This question concerns your company's **job openings and hires of experienced and new recruits and retirees** during 2024.

Item	Job openings		Hired		Retirees	
	Experienced	New	Experienced	New	Experienced	New
Entire company	persons	persons	persons	persons	persons	persons
Designers	persons	persons	persons	persons	persons	persons

- ※ Number of permanent workers
- ※ Job openings: Number of jobs posted
- ※ Hired employees: Number of final hires

Q4-1) (If you responded to have retired designers in Q4)

Please specify the **tenure of the designers who left your company** in 2024.

Item	Less than 1 year	1-3 years	3-5 years	5-10 years	More than 10 years	Total
Number of retirees	persons	persons	persons	persons	persons	persons

Q5) Did your company hire the services of an external designer during 2024?

If so, how many?

- ① Yes (                      persons)                      ② No

Q6) What is your **primary channel for hiring designers?** Please select **two responses**.

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① Job sites
- ② Recruitment via the company's website/social media
- ③ Referrals from acquaintances (school, workplace, etc.)
- ④ Scouting personnel from the same industry
- ⑤ School career center
- ⑥ Public employment support center
- ⑦ Recruitment at job fairs
- ⑧ Other(                      )

Q7) Why is it **difficult to hire designers**? Please select **two responses**.

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① Failure to actively recruit
- ② Intense competition with other companies to attract talent
- ③ No applicants with the education and qualifications required by the company
- ④ No candidates with the experience required by the company
- ⑤ The wages and hours offered by the business do not match the job seeker's expectations
- ⑥ Company's location and work environment
- ⑦ It is a job that job seekers do not want, such as 3D jobs.
- ⑧ Others( \_\_\_\_\_ )

Q8) What are the **factors to consider when hiring a designer**? Please select **two responses**.

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① Degree
- ② Certificate
- ③ Career
- ④ Portfolio
- ⑤ Applicant's personality/attitude
- ⑥ Others( \_\_\_\_\_ )

## D. Design business performance

Q9) This is a question about your company's **business performance in 2024**.  
Please write down your **sales by each item**.

Item	100 B	10 B	1 B	100 M	10 M	1 M
① <b>Revenue</b> Total revenue earned from business activities during 2024						
② <b>Labor costs</b> Labor costs, such as salaries, benefits, and contribution to provision for severance benefits(including other employee benefits and commissions)						
③ <b>R&amp;D costs</b> The sum of research and development expenses(design, etc.) and general development expenses						
④ <b>Operating profit</b> Revenue - Operating expenses(cost of goods sold, SG&A, etc.)						

	Revenue composition		
	Total for each composition	Revenue	Number of services
▶	① <b>Revenue=</b> ㉠+㉡+㉢+㉣+ ㉤+㉥+㉦+㉧	Million Won	Cases
Domestic	㉠ <b>Design consulting</b>	Million Won	Cases
	㉡ <b>Design and development services</b>	Million Won	Cases
	㉢ <b>Development and sales of own products</b>	Million Won	Cases
	㉣ <b>Intellectual property royalties</b>	Million Won	Cases
	㉤ <b>Other</b> (subscribed services, etc.)	Million Won	Cases
Over-seas	㉥ <b>Design consulting</b>	Million Won	Cases
	㉦ <b>Design and development services</b>	Million Won	Cases
	㉧ <b>Development and sales of own products</b>	Million Won	Cases
	㉨ <b>Intellectual property royalties</b>	Million Won	Cases
	㉩ <b>Other</b> (subscribed services, etc.)	Million Won	Cases

Q10) Does your company operate in **business areas other than the design business?**

- ① Yes, the company operates other businesses (Business details:            )
- ② No, the company does not operate other businesses

Q11) Please indicate the **proportion of domestic and international customers** in your company (based on 2024 revenue).

Item	Company size				Public agencies (Public companies, etc.)	Government /Municipal	Total
	Large	Midsize	Medium	Small			
<b>Domestic</b>	%	%	%	%	%	%	100%
<b>Overseas</b>	%	%	%	%	%	%	100%

Q12) This question is about **your company's operating expenses in 2024.**

Item		100 billion	10 billion	Billion	100 million	10 million	Mlion
①	<b>Hired designer's labor costs</b>						
②-1	<b>Design service costs (subcontract)</b> Design service costs other than owned technology						
②-2	<b>Other service costs</b> Mock-up/mold production costs, in-house product production costs, etc.						
③	<b>Equipment and software</b> Costs of purchasing and maintaining expensive instruments, devices, computer systems, and applications for research and development						
④	<b>Land/Buildings for R&amp;D (Acquisition costs, such as rent)</b> Land and building costs for research and development Spending for major repairs and more						
⑤	<b>Training costs</b> Spending on training-related seminars, workshops, etc.						
⑥	<b>Costs for acquisition and management of intellectual property rights</b> Acquisition and management costs for design-related intellectual property rights (patents, utility models, designs, trademarks, etc.)						
⑦	<b>Other operating costs</b> Other expenses for research, such as materials, handouts, supplies, travel, etc.						
<b>Total operating expenses (①+...+⑦)</b>							

Q13) This question is about your company's **future revenue and operating expenses, research and development investments, and designer employment prospects.**

Write 100% if it's the same as 2024, 50% if it's half of 2024, 200% if doubled, etc.

Item	Outlook to 2025	Outlook to 2026
① Outlook on revenue	( )% of 2024	( )% of 2024
② Outlook on operating expenses	( )% of 2024	( )% of 2024
③ Outlook on research and development investment	( )% of 2024	( )% of 2024
④ Outlook on hiring designers	( )% of 2024, ( )persons	( )% of 2024, ( )persons

Q14) What is the company's plan in terms of **increasing revenue** in the future?

- ① Expand domestic service orders                      ② Expand into international markets  
 ③ Expand scope to comprehensive consulting      ④ Develop and sell own products  
 ⑤ Differentiation with specialized design expertise  
 ⑥ Other( )

Q15) Please indicate the percentage of your company's **design development services by each contract type.** The utilization percentage totals 100%.

Item	Contracts per project	Annual contracts	Total
Percentage	%	%	100%

※ Contract per project: A single contract to develop and improve the design of a specific product or service.

※ Annual contract: An annual contract for the development and refinement of the design of a product or service, which includes work to supplement the design developed and refined during the term.

Q15-1) Please indicate the level of **satisfaction with the quality** of the design services your company has commissioned for development by **contract type.**

※ **Only indicate the satisfaction with the type of contract answered in Q15).**

Item	Not at all satisfied	Not that satisfied	Averagely satisfied	More or less satisfied	Very satisfied
Contracts per project	①	②	③	④	⑤
Annual contracts	①	②	③	④	⑤

※ Contract per project: A single contract to develop and improve the design of a specific product or service.

※ Annual contract: An annual contract for the development and refinement of the design of a product or service, which includes work to supplement the design developed and refined during the term.

Q16) Please list the **design certifications, awards, and IPR filings/registrations owned by your company and client companies in 2024.**

Item	① Owned by your company		② Owned by client company	
	Domestic	Overseas	Domestic	Overseas
<b>Design-related awards</b>	cases	cases	cases	cases
<b>Patent/Utility Model/Design/Trademark filings</b>	cases	cases	cases	cases
<b>Patent/Utility Model/Design/Trademark registrations</b>	cases	cases	cases	cases

※ Fill according to design ownership (name)

※ Example of a design-related award

:(Domestic) Good Design (GD), Korea International Design Award, Design Korea Award, etc.

:(Overseas) German iF Design Award, German Red Dot Design Award, US IDEA, Japanese Good Design Award, etc.

## E. Overseas Business Status

Q17) Does your company currently have any overseas business or plans to have one in the future?

① In progress ⇒ To Q17-1

② Planned for the future ⇒ To Q17-5

③ No plans ⇒ To Q17-7

Q17-1) (If you responded “① In progress” in Q17)

What is the **main focus of your company’s overseas business?**

- ① Design consulting
- ② Design development services
- ③ Develop and sell own products
- ④ Intellectual property royalties
- ⑤ Other( Subscribed services, etc. )

Q17-2) (If you responded “① In progress” in Q17)

What is the form of your company’s **overseas business?**

Please select **two responses.**

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① Establishing and operating a corporation overseas
- ② Operating a liaison office overseas (unregistered)
- ③ Collaborating with overseas companies, including partnerships
- ④ Utilizing local experts abroad (business development, designers, etc.)
- ⑤ Conducting industry-academic projects with overseas universities
- ⑥ Promoting domestically (including local travel if necessary)
- ⑦ Entering overseas online distribution channels
- ⑧ Entering overseas offline distribution channels
- ⑨ Finding buyers through participation in overseas exhibitions

## Q17-3) (If you responded “① In progress” in Q17)

What are the methods through which your company **finds international buyers and clients**? Please select **two responses**.

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① Utilize social media (LinkedIn, Instagram, etc.)
- ② Utilize media outlets (articles, magazines, booklets, etc.)
- ③ Search engine advertisements
- ④ Consider foreign intermediary companies
- ⑤ Participate in international exhibitions
- ⑥ Participate in export counseling sessions
- ⑦ Utilize human network
- ⑧ Other( \_\_\_\_\_ )

## Q17-4) (If you responded “① In progress” in Q17)

Which **region does your company operate business in**? Please write the specific country (region).

- ① China (Region: \_\_\_\_\_ )      ② Asia (Country: \_\_\_\_\_ )
- ③ Europe (Country: \_\_\_\_\_ )      ④ USA (Country: \_\_\_\_\_ )
- ⑤ Other (Country: \_\_\_\_\_ )

## Q17-5) (If you responded “① In progress” and “② Planned for the future” in Q17)

Where does your company hope to do **business in the future**?

Please select two in order and include the specific country (region).

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① China (Region: \_\_\_\_\_ )      ② Asia (Country: \_\_\_\_\_ )
- ③ Europe (Country: \_\_\_\_\_ )      ④ USA (Country: \_\_\_\_\_ )
- ⑤ Other (Country: \_\_\_\_\_ )

Q17-6) (If you responded “① In progress” and “② Planned for the future” in Q17)

What area does your company need **government support in to expand overseas and export products**? Please select **two responses** in order.

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① Training on overseas expansion/export
- ② Diagnosis and improvement in your company’s global capabilities
- ③ Overseas market research
- ④ Participation in overseas exhibitions
- ⑤ Overseas buyer consultation
- ⑥ Support for overseas online business (online mall)
- ⑦ Support for overseas offline business
- ⑧ Support for overseas local business spaces
- ⑨ Building a network of overseas organizations/companies
- ⑩ Export subsidies
- ⑪ English contracts and brochures
- ⑫ Other( \_\_\_\_\_ )

⇒ To Q18

Q17-7) (If you responded “③ No plan” in Q17)

Why doesn't your company expand internationally?

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① Focus on domestic business
- ② Lack of overseas sales channels
- ③ Lack of experience in overseas trading
- ④ Lack of staff dedicated to overseas operations
- ⑤ Concerns about infringement of design rights
- ⑥ High cost of international expansion
- ⑦ Other( \_\_\_\_\_ )

## F. Designer education

Q18) Please select all the designer retraining methods conducted in your company in 2024.

- ① In-house training (internal instructors)
- ② In-house special lectures (external instructors)
- ③ Outsourced training (paid)
- ④ Study abroad (excluding degree programs)
- ⑤ Domestic and international degree programs
- ⑥ Conferences, seminars, or exhibitions
- ⑦ Use of government/publicly funded free education (online)
- ⑧ Use of government/publicly funded free education (offline)
- ⑨ No retraining conducted

Q19) What **retraining** is required to improve designers' skills at your company? Please **select all**.

Design skills	Business skills	Convergence skills
① Ability to utilize design-related software	⑧ Ability to utilize trends	⑮ Creativity
② Design expressiveness	⑨ Planning skills (business planning and strategy formulation, etc.)	⑯ Teamwork (collegiality)
③ Design research skills	⑩ Marketing skills	⑰ Leadership
④ CMF-related skills	⑪ Presentation skills	⑱ Interdisciplinary skills (engineering, etc.)
⑤ UI/UX design	⑫ Communication skills	⑲ Understanding of emerging technologies (AI, AR, VR, etc.)
⑥ Service design methodology and practice	⑬ Foreign language skills	⑳ Statistical skills
⑦ Brand development	⑭ Report-writing skills	㉑ Ability to understand and utilize domestic and international market information

Q20) Please select the **two biggest challenges in retraining designers**.

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① Lack of budget for training
- ② Unpredictable work situations
- ③ Lack of time/substitute workers
- ④ Lack of awareness from management and relevant departments
- ⑤ Lack of quality retraining programs
- ⑥ Lack of information on retraining
- ⑦ Lack of specialized retraining organizations
- ⑧ Return on investment, including turnover after retraining
- ⑨ Other ( \_\_\_\_\_ )

## G. Government policy and demand for support

Q21) Which **government support** does your company need the most? Please select **two responses** in order.

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① Workforce training support
- ② Increased funding (loans, grants, etc.)
- ③ R&D and technical support
- ④ Support in export and international cooperation
- ⑤ Bidding information support
- ⑥ Maintenance of related system and deregulation
- ⑦ Other( \_\_\_\_\_ )

Q22) What areas of **support do you think the government should strengthen for your company to hire the talent** it wants?

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① Support in university-company linkage activities (eg., Contract department)
- ② Cultivate more talents in related fields
- ③ Support training for retraining
- ④ Support internships
- ⑤ Support companies' recruitment, such as providing labor information
- ⑥ Develop and operate relevant professional certifications
- ⑦ Support various open-ended contests
- ⑧ Direct labor costs support
- ⑨ Support industry-academia collaboration
- ⑩ Other( \_\_\_\_\_ )

## H. Design trends

Q23) Have you ever utilized a service based on generative artificial intelligence (AI) technology in your work?

※ Generative AI (AI) refers to AI that can generate text, images, videos, and other media in response to prompts. It is an AI field that focuses on creating new content based on data rather than simply analyzing existing data.

(Examples of generative AI (AI): ChatGP, Gemini, Claude, Bert, DeepDream, StableDiffusion, MidJourney, Dali, SunoAI, Sora, Adobe Firefly, etc.)

Item		Usage stage	Utilization Software
applic ation	<b>Design planning</b> Market and trend analysis, Consumer preference analysis, Bid and contract analysis, Automatic design data recognition, etc.	<input type="checkbox"/>	
	<b>Concept design</b> Create sample images, Create design sketches, Visualize design concepts, etc.	<input type="checkbox"/>	
	<b>Detailed design</b> Product creation design, Product CMF recommendation, Process design automation, UX/UI, logo automatic generation, etc.	<input type="checkbox"/>	
	<b>Prototype Evaluation (Prototyping)</b> Virtual implementation of prototypes, AI-based prototype evaluation, 3D design simulation, etc.	<input type="checkbox"/>	
	<b>Other</b> In addition to the above categories If your company utilizes it	<input type="checkbox"/>	
<b>Unutilized</b>			<input type="checkbox"/>

Q24) What are the barriers to utilizing generative artificial intelligence (AI) technology-based services in your work?

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① Subscription Cost Burden
- ② Security Issues
- ③ Lack of infrastructure and manpower
- ④ Difficulty in utilizing
- ⑤ Compatibility Issues
- ⑥ Absence of need for utilization
- ⑦ Legal issues such as copyright
- ⑧ Absence of relevant educational programs
- ⑨ Opposition from management (internal issues)
- ⑩ Other ( \_\_\_\_\_ )
- ⑪ No barriers

Q25) Does your company consider “eco-friendliness factors” when developing designs?

Not at all	Not really	Somewhat	Yes	Very much
①	②	③	④	⑤

Q26) What are the barriers to “design development that considers eco-friendliness” in your company? Please select **two responses** in order.

**1<sup>st</sup>:** \_\_\_\_\_, **2<sup>nd</sup>:** \_\_\_\_\_

- ① Lack of knowledge/know-how
- ② Decreased quality
- ③ Decreased price competitiveness
- ④ Lack of consumer interest
- ⑤ Lack of material diversity
- ⑥ Lack of client companies interest
- ⑦ Lack of manufacturing infrastructure
- ⑧ Others( \_\_\_\_\_ )

♣ Thank you very much for your cooperation in the survey. ♣

 승인번호 제 115026 호	<b>2025 Design Industry Statistics of Korea (Public Sector)</b>	 산업통상부   한국디자인진흥원 KOREA INSTITUTE OF DESIGN PROMOTION
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To be filled in by the interviewer	ID						List No					
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Greetings.

The Ministry of Trade, Industry and Energy, in collaboration with the Korea Institute of Design Promotion, is compiling the "2025 Design Industry Statistics of Korea." This initiative is aimed at effectively implementing a comprehensive plan for the promotion of industrial design in accordance with Article 10(2) of the Industrial Design Promotion Act. This survey is an authorized statistic under Article 18 of the Statistics Act. It serves to identify the supply of and demand for design by local governments and central administration, measure effectiveness, and provide baseline data for government support plans and policies.

All responses collected will be statistically analyzed and exclusively used for research purposes. The contents of the survey and your personal information will be safeguarded in accordance with the provisions of Article 33 of the Statistics Act.

Thank you for taking the time out of your busy schedule to complete the survey.

September 2025  
Ministry of Trade, Industry and Energy and Korea Institute of Design Promotion

<b>Orgaing Institute</b>	Design Policy Research Center, Korea Institute of Design Promotion <b>Soo Min Lee</b> T 031-780-2145, E soomin@kidp.or.kr	<b>Research Institute</b>	Kstat Research <b>Dae Young Yang</b> T 02-6188-6017, E dyyang@kstat.co.kr
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## ■ Overview of organization

<b>Filled in by interviewer</b>	<b>Local governments</b>	① Metropolitan City/Province ③ County	② City ④ District	<b>Government administration</b>	① Department ② Ministry ③ Agency
	<b>Name of organization</b>				
	<b>Name of respondent</b>		<b>Respondent contacts</b>	(   )   -	
	<b>Respondent department (team)</b>		<b>Respondent position</b>		
			<b>Major</b>	① Design major   ② Non-design majors	

Q1) Does your organization currently have a separate design office (team or group), bureau, department dedicated to design or a designer?

① There is a dedicated design department. **☞ Respond to Q1-1) ~ Q1-3)**

② There is no design department there are only designers. **☞ Respond to Q1-3) ~ Q1-5)**

③ There is no design department or designers. **☞ Respond to Q1-4) ~ Q1-5)**

※ Designers: One among hired designers who has studied a design-related major or holds a certificate related to design work, or one who did not study a design-related major or does not hold a certificate but possesses at least two years of experience in design work.

Q1-1) **(To be responded by organizations with a dedicated design department)**

Please fill in **the department and name of your design team.**

Please write all the departments if they are classified into multiple departments.

No	Bureau/Office/Headquarters	Division	Department	Team
1				
2				
3				
4				
5				

Q1-2) **(To be responded by organizations with a dedicated design department)**

Please indicate your organization's **2024 budget execution amount.**

No	Name of dedicated design department	Design support budget			Design service costs			Dedicated design departments' total labor costs			Labor costs paid to non-employed personnel, such as freelancers, mock-up production costs, printing costs								
		100 B	10 B	1 B	100 M	10 M	1 M	100 B	10 B	1 B	100 M	10 M	1 M	100 B	10 B	1 B	100 M	10 M	1 M
1																			
2																			
3																			
4																			
5																			
<b>Total</b>																			

Q1-3) (To be responded by organizations with dedicated design departments and designers)

How many employees are part of the dedicated design department? How many of them are designers? If there is no dedicated design department but only designers, then write only the number of designers.

No	Name of dedicated design departments	Total number of employees in the dedicated design department			Number of designers		
		Male	Female	Total	Male	Female	Total
1		persons	persons	persons	persons	persons	persons
2		persons	persons	persons	persons	persons	persons
3		persons	persons	persons	persons	persons	persons
4		persons	persons	persons	persons	persons	persons
5		persons	persons	persons	persons	persons	persons
<b>Total</b>		persons	persons	persons	persons	persons	persons

Q1-4) (To be responded by organizations without dedicated design departments and designers)

Please write the department mostly in charge of design business at your organization.

Bureau/Office/Headquarters	Division	Department	Team

Q1-5) (To be responded by organizations without dedicated design departments and designers)

Please indicate your organization's 2024 budget execution amount.

Design support budget (including affiliated organization budgets)						Design service costs						Total labor costs of designers (*If your company does not have designers, please leave this section blank)						Labor costs paid to non-employed personnel, such as freelancers, mock-up production costs, printing costs					
100 B	10 B	1 B	100 M	10 M	1 M	100 B	10 B	1 B	100 M	10 M	1 M	100 B	10 B	1 B	100 M	10 M	1 M	100 B	10 B	1 B	100 M	10 M	1 M

■ The following questions apply to all.

Q2) Please indicate the proportion of services directly ordered by your organization through agencies affiliated with the ministry and others when executing design-related budgets.

Ordered directly by organization	Through an agency	Other( )	Total
%	%	%	<b>100%</b>

Q3) Please specify the proportion of orders placed separately from the design business sector, distinct from design and construction. Indicate the **proportion of orders that encompass the design business** when your organization orders a project that includes design.

Separate orders	Included orders	Total
%	%	<b>100%</b>

Q4) What is the impact of your organization’s design investment in 2024?

- ① Budget increase
- ② Creation of designer jobs
- ③ Improvement and innovation of organizational culture
- ④ Enhanced image of organization
- ⑤ Increased customer satisfaction
- ⑥ Other( )

Q5) What are your organization's **areas of design utilization** in 2024? Please **select three in order**.

1<sup>st</sup>: \_\_\_\_\_, 2<sup>nd</sup>: \_\_\_\_\_, 3<sup>rd</sup>: \_\_\_\_\_

Stages of utilization		Areas of utilization		
Policy establishment	①	Establishing policies to provide participation methods and cooperation opportunities to expand consumer (public) participation (Developing public policies and services by observing and analyzing public demand)		
	②	Developing mid-term to long-term roadmap for building a city's image, such as a design (landscape) master plan, and city master plan.		
Policy enforcement	Space and facilities	③	Urban infrastructure Parks, playgrounds, sidewalks, parking lots, tunnels, bridges, rivers, industrial parks, etc.	
		④	Architecture and indoor environments Government buildings, cultural sites, gyms, libraries, museums, airports, labs, etc.	
		⑤	Pedestrian and transportation facilities Pedestrian signals, overpasses, bus stops, traffic barriers, parking lots, etc.	
		⑥	Convenience facilities Benches, shelters, outdoor tables, trash cans, drinking fountains, restrooms, etc.	
		⑦	Management facilities Manholes, utility poles, streetlights, vents, etc.	
		⑧	Information facilities Local/tourist information facilities, traffic signs, municipal boundary stones, thermometers, etc.	
		⑨	Administrative facilities Unmanned kiosks, furniture, stationery, uniforms, etc.	
		⑩	Public goods Fire hydrants, crime prevention devices, etc.	
		Image and public services	⑪	Signage Traffic signs, billboards, bus maps, directional signs, regulatory signs, etc.
			⑫	Exhibits Exhibitions, brochures, promotional materials, etc.
	⑬		Digital media Websites, ERP, digital design, APP, online platforms, etc.	
	⑭		Symbolic media Public symbol systems, transportation cards, commemorative coins, stamps, characters, etc.	
	⑮		Environment creation Murals, media art, artwork, supergraphics, etc.	
	⑯		City master plan Developing mid-term to long-term design roadmap for building city-specific imagery, etc.	
	⑰		Public administration services Community activation, cultural arts programs, citizen design groups, etc.	
	⑱		Healthcare services Epidemic prevention, quarantine rules, dementia prevention, public health welfare, health information, etc.	
	⑲		Education services Organizational competency training, merchant training, ceramic/craft training, art/design thinking training, etc.	
	⑳		Pedestrian and safety services Crime prevention, CPTED (alleyway safety services, etc.), shelter creation, safety sign design, etc.	
	㉑		Social and humans services Pregnancy, childbirth, parenting, welfare, strengthening the competitiveness of the unemployed, etc.	
	㉒		Environmental and Energy Services Saving energy, inducing consumption behavior, creating a saving environment, recycling, installing solar power, etc.	
	Policy evaluation	㉓	Developing system for reviewing and evaluating development results	
	Policy promotion	㉔	Utilizing design to promote and disseminate policy outcomes	
Policy feedback	㉕	Utilizing design across policy implementation, evaluation, etc. (policymakers understand and utilize design)		
Other	㉖	( )		



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영문보고서