

Food Retail Industry in South Korea – PEST Framework Analysis

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Abstracts

The retail food sector in South Korea is undergoing a rapid change, as large retail formats and convenience stores edge out traditional wet markets and "mom-and-pop" grocers. The change will progress from the retail outlets to the distribution system, eventually leading to lower prices and greater variety to consumers.

Aruvian Research analyzes the Food Retail Industry in South Korea in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business.

Apart from the PEST Framework analysis, the report also includes a brief analysis of the food retail industry in South Korea.

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