

Food Retail Industry in South Korea – Porter's Five Forces Strategy 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. The growth of modern retail formats, coupled with the consumers' ever stronger demand for international tastes and products, will be translated into growing opportunity for a wider variety of consumer ready U.S. food products.

Aruvian Research analyzes the Food Retail Industry in South Korea in Michael Porter's Five Forces Analysis. The report looks at the bargaining power of buyers and suppliers, competitive rivalry in the industry, the threat of new entrants and the threat of suppliers to the industry.

Apart from the Porter's Five Forces analysis, the report also includes a brief analysis of the South Korean food retail industry.

Contents

A. EXECUTIVE SUMMARY

B. FOOD RETAIL INDUSTRY IN SOUTH KOREA

B.1 Industry Definition

B.2 Industry Profile

B.3 Industry Structure

B.4 Industry Outlook

C. PORTER'S FIVE FORCES STRATEGY ANALYSIS

C.1 Bargaining Power of Buyers

C.2 Bargaining Power of Suppliers

C.3 Competitive Rivalry in the Industry

C.4 Threat of New Entrants

C.5 Threat of Substitutes

D. CONCLUSION

E. GLOSSARY OF TERMS

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