

Global Doenjang Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Doenjang, a traditional Korean fermented soybean paste, holds a significant position in the global condiment market. Known for its rich umami flavor and nutritional benefits, Doenjang is a staple ingredient in Korean cuisine. The product's key characteristics include a complex savory taste profile, high protein content, and probiotic properties, making it a popular choice among health-conscious consumers seeking flavorful and functional food options.

The current market size of Doenjang in 2023 stands at approximately USD 150 million. With a projected Compound Annual Growth Rate (CAGR) of 6.50% from 2024 to 2032, the market is expected to reach USD 230 million by the end of the forecast period. This growth can be attributed to several key drivers and market forces.

One of the primary growth drivers for Doenjang is the increasing consumer demand for authentic ethnic flavors and ingredients. As global culinary preferences continue to diversify, there is a growing appreciation for traditional Korean cuisine, driving the popularity of Doenjang in international markets. Additionally, the rising awareness of the health benefits associated with fermented foods is fueling the demand for Doenjang as a natural source of probiotics and essential nutrients.

Market trends in the Doenjang industry include the expansion of product variants to cater to diverse consumer preferences. Manufacturers are introducing organic, gluten-free, and low-sodium options to appeal to health-conscious and allergen-sensitive consumers. Furthermore, the rising popularity of plant-based diets is driving the demand for Doenjang as a versatile ingredient in vegetarian and vegan dishes.

Another trend shaping the market is the emphasis on sustainability and transparency in food production. Consumers are increasingly seeking ethically sourced and environmentally friendly products, prompting Doenjang manufacturers to focus on eco-friendly packaging and ethical sourcing practices to enhance brand reputation and consumer trust.

In terms of regional market distribution, South Korea remains the leading market for Doenjang, accounting for a significant share of global consumption. The dominance of the Korean market can be attributed to the strong cultural significance of Doenjang in Korean cuisine and the presence of well-established local manufacturers with a reputation for producing high-quality products.

Key challenges facing the Doenjang market include intensifying competition from alternative condiments and flavor enhancers, as well as the need to address supply chain disruptions and raw material shortages. To overcome these challenges and sustain growth, Doenjang manufacturers should focus on innovation, product differentiation, and strategic partnerships to expand their market presence and meet evolving consumer preferences.

This report provides a deep insight into the global Doenjang market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Doenjang Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Doenjang market in any manner.

Global Doenjang Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Chung Jung One

Sempio

CJ Foods

Roland

Maeil Food

Taehwa Food Inc.

Bibigo

Market Segmentation (by Type)

Bagged Doenjang

Box Packed Doenjang

Market Segmentation (by Application)

Online Stores

Supermarkets

Independent Retailers

Specialty Stores

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Doenjang Market

Overview of the regional outlook of the Doenjang Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set

to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Doenjang Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future

development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Doenjang

1.2 Key Market Segments

1.2.1 Doenjang Segment by Type

1.2.2 Doenjang Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 DOENJANG MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Doenjang Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Doenjang Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 DOENJANG MARKET COMPETITIVE LANDSCAPE

3.1 Global Doenjang Sales by Manufacturers (2019-2024)

3.2 Global Doenjang Revenue Market Share by Manufacturers (2019-2024)

3.3 Doenjang Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Doenjang Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Doenjang Sales Sites, Area Served, Product Type

3.6 Doenjang Market Competitive Situation and Trends

3.6.1 Doenjang Market Concentration Rate

3.6.2 Global 5 and 10 Largest Doenjang Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 DOENJANG INDUSTRY CHAIN ANALYSIS

4.1 Doenjang Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF DOENJANG MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 DOENJANG MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Doenjang Sales Market Share by Type (2019-2024)

6.3 Global Doenjang Market Size Market Share by Type (2019-2024)

6.4 Global Doenjang Price by Type (2019-2024)

7 DOENJANG MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Doenjang Market Sales by Application (2019-2024)

7.3 Global Doenjang Market Size (M USD) by Application (2019-2024)

7.4 Global Doenjang Sales Growth Rate by Application (2019-2024)

8 DOENJANG MARKET SALES BY REGION

8.1 Global Doenjang Sales by Region

8.1.1 Global Doenjang Sales by Region

8.1.2 Global Doenjang Sales Market Share by Region

8.2 Global Doenjang Market Size by Region

8.2.1 Global Doenjang Market Size by Region

8.2.2 Global Doenjang Market Size Market Share by Region

8.3 North America

8.3.1 North America Doenjang Sales by Country

8.3.2 North America Doenjang Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Doenjang Sales by Country

8.4.2 Europe Doenjang Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Doenjang Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Doenjang Market Size by Region

8.6.2 Asia Pacific Doenjang Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Doenjang Sales by Country

8.7.2 South America Doenjang Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Doenjang Sales by Region

8.8.2 Middle East and Africa Doenjang Market Size by Region

8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 DOENJANG MARKET PRODUCTION BY REGION

- 9.1 Global Production of Doenjang by Region (2019-2024)
- 9.2 Global Doenjang Revenue Market Share by Region (2019-2024)
- 9.3 Global Doenjang Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Doenjang Production
 - 9.4.1 North America Doenjang Production Growth Rate (2019-2024)
 - 9.4.2 North America Doenjang Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Doenjang Production
 - 9.5.1 Europe Doenjang Production Growth Rate (2019-2024)
 - 9.5.2 Europe Doenjang Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Doenjang Production (2019-2024)
 - 9.6.1 Japan Doenjang Production Growth Rate (2019-2024)
 - 9.6.2 Japan Doenjang Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Doenjang Production (2019-2024)
 - 9.7.1 China Doenjang Production Growth Rate (2019-2024)
 - 9.7.2 China Doenjang Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 Chung Jung One
 - 10.1.1 Chung Jung One Doenjang Basic Information
 - 10.1.2 Chung Jung One Doenjang Product Overview
 - 10.1.3 Chung Jung One Doenjang Product Market Performance
 - 10.1.4 Chung Jung One Business Overview
 - 10.1.5 Chung Jung One Doenjang SWOT Analysis
 - 10.1.6 Chung Jung One Recent Developments
- 10.2 Sempio
 - 10.2.1 Sempio Doenjang Basic Information
 - 10.2.2 Sempio Doenjang Product Overview
 - 10.2.3 Sempio Doenjang Product Market Performance
 - 10.2.4 Sempio Business Overview
 - 10.2.5 Sempio Doenjang SWOT Analysis

10.2.6 Sempio Recent Developments

10.3 CJ Foods

10.3.1 CJ Foods Doenjang Basic Information

10.3.2 CJ Foods Doenjang Product Overview

10.3.3 CJ Foods Doenjang Product Market Performance

10.3.4 CJ Foods Doenjang SWOT Analysis

10.3.5 CJ Foods Business Overview

10.3.6 CJ Foods Recent Developments

10.4 Roland

10.4.1 Roland Doenjang Basic Information

10.4.2 Roland Doenjang Product Overview

10.4.3 Roland Doenjang Product Market Performance

10.4.4 Roland Business Overview

10.4.5 Roland Recent Developments

10.5 Maeil Food

10.5.1 Maeil Food Doenjang Basic Information

10.5.2 Maeil Food Doenjang Product Overview

10.5.3 Maeil Food Doenjang Product Market Performance

10.5.4 Maeil Food Business Overview

10.5.5 Maeil Food Recent Developments

10.6 Taehwa Food Inc.

10.6.1 Taehwa Food Inc. Doenjang Basic Information

10.6.2 Taehwa Food Inc. Doenjang Product Overview

10.6.3 Taehwa Food Inc. Doenjang Product Market Performance

10.6.4 Taehwa Food Inc. Business Overview

10.6.5 Taehwa Food Inc. Recent Developments

10.7 Bibigo

10.7.1 Bibigo Doenjang Basic Information

10.7.2 Bibigo Doenjang Product Overview

10.7.3 Bibigo Doenjang Product Market Performance

10.7.4 Bibigo Business Overview

10.7.5 Bibigo Recent Developments

11 DOENJANG MARKET FORECAST BY REGION

11.1 Global Doenjang Market Size Forecast

11.2 Global Doenjang Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Doenjang Market Size Forecast by Country

- 11.2.3 Asia Pacific Doenjang Market Size Forecast by Region
- 11.2.4 South America Doenjang Market Size Forecast by Country
- 11.2.5 Middle East and Africa Forecasted Sales of Doenjang by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Doenjang Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Doenjang by Type (2025-2032)
 - 12.1.2 Global Doenjang Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Doenjang by Type (2025-2032)
- 12.2 Global Doenjang Market Forecast by Application (2025-2032)
 - 12.2.1 Global Doenjang Sales (K Units) Forecast by Application
 - 12.2.2 Global Doenjang Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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