

Beyond Asia: Coronavirus Renews Interest in K-food Globally

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Abstracts

K-food is ready to spread across global markets beyond Asia thanks to the Oscar-awarded movie, Parasite, which featured Korean instant noodles. In addition, during lockdowns, instant noodles benefited from stockpiling. There was also increased interest in being healthy which brought attention to Korean healthy food such as Kimchi, re-positioned in the US and European markets. By developing global e-commerce channels, K-food looks forward to having further opportunities beyond Asia.

Euromonitor International's Beyond Asia: Coronavirus Renews Interest in K-food Globally global briefing offers an insight into to the size and shape of the Packaged Food (Rolling Update) market, highlights buzz topics, emerging geographies, categories and trends and identifies the leading companies and brands. It also offers strategic analysis on driving packaged food industry trends like health and wellness, premiumisation, convenience and value-for-money and how those trends influence factors like new product developments, packaging innovations, retail distribution and retail pricing both historically and into the future.

Product coverage: Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Packaged Food (Rolling Update) market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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