

# Staple Foods in South Korea

<https://marketpublishers.com/r/SB7AA802AF16EN.html>

Date: November 2023

Pages: 59

Price: US\$ 2,100.00 (Single User License)

ID: SB7AA802AF16EN

## Abstracts

Staple foods, closely associated with economic conditions in South Korea, is experiencing slower growth rates in many categories due to recent external economic factors. Elevated inflation rates have led to an upward trend in retail value sales across most categories, while retail volumes are experiencing downward adjustments.

Euromonitor International's Staple Foods in South Korea report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

Get a detailed picture of the Staple Foods 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.

## Contents

Staple Foods in South Korea  
Euromonitor International  
February 2024

### LIST OF CONTENTS AND TABLES

#### STAPLE FOODS IN SOUTH KOREA

##### EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

##### MARKET DATA

Table 1 Sales of Staple Foods by Category: Volume 2018-2023

Table 2 Sales of Staple Foods by Category: Value 2018-2023

Table 3 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 4 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 6 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 7 Penetration of Private Label by Category: % Value 2018-2023

Table 8 Distribution of Staple Foods by Format: % Value 2018-2023

Table 9 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 10 Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 11 Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### BAKED GOODS IN SOUTH KOREA

##### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Shifting consumer perceptions of leavened bread from snack to meal

Reasonable price-quality balance of packaged goods influences consumers' purchasing decisions

Continuous growth of convenience stores and packaged pastries

## PROSPECTS AND OPPORTUNITIES

Premium packaged baked goods

Fierce competition with bakery specialists following price stability

## CATEGORY DATA

Table 13 Sales of Baked Goods by Category: Volume 2018-2023

Table 14 Sales of Baked Goods by Category: Value 2018-2023

Table 15 Sales of Baked Goods by Category: % Volume Growth 2018-2023

Table 16 Sales of Baked Goods by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Baked Goods: % Value 2019-2023

Table 18 LBN Brand Shares of Baked Goods: % Value 2020-2023

Table 19 Distribution of Baked Goods by Format: % Value 2018-2023

Table 20 Forecast Sales of Baked Goods by Category: Volume 2023-2028

Table 21 Forecast Sales of Baked Goods by Category: Value 2023-2028

Table 22 Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028

Table 23 Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

## BREAKFAST CEREALS IN SOUTH KOREA

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Emphasising the convenience and health aspects of RTE cereals

Localisation of hot cereals continues to drive dynamic performance

Increasing demand for healthier ingredients as offered by muesli and granola

## PROSPECTS AND OPPORTUNITIES

Navigating growth in a stagnant category through diversification

Health-consciousness will push children's granola

## CATEGORY DATA

Table 24 Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 25 Sales of Breakfast Cereals by Category: Value 2018-2023

Table 26 Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 27 Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 28 NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 29 LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 30 Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 31 Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 32 Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 33 Forecast Sales of Breakfast Cereals by Category: % Volume Growth

2023-2028

## Table 34 Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028 PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN SOUTH KOREA KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Ethical purchasing behaviour, packaging, and product development

Highlighting affordable price, simplicity in preparation, and nutritional qualities of poultry

Tofu needs new growth factor to halt declining sales

### PROSPECTS AND OPPORTUNITIES

Continuous growth and expansion of poultry, especially for chicken breasts

Meat and seafood substitutes to disrupt category and create fierce competition

### CATEGORY DATA

Table 35 Sales of Processed Meat, Seafood and Alternatives to Meat by Category:  
Volume 2018-2023

Table 36 Sales of Processed Meat, Seafood and Alternatives to Meat by Category:  
Value 2018-2023

Table 37 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: %  
Volume Growth 2018-2023

Table 38 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: %  
Value Growth 2018-2023

Table 39 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown  
2018-2023

Table 40 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown  
2018-2023

Table 41 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown  
2018-2023

Table 42 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023

Table 43 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023

Table 44 NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat:  
% Value 2019-2023

Table 45 LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: %  
Value 2020-2023

Table 46 Distribution of Processed Meat, Seafood and Alternatives to Meat by Format:  
% Value 2018-2023

Table 47 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by  
Category: Volume 2023-2028

Table 48 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by  
Category: Value 2023-2028

## PROCESSED FRUIT AND VEGETABLES IN SOUTH KOREA KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Practical consumption: Easy storage and single portions

Affordable prices and ongoing home caf? trend drive higher demand for frozen fruit

Foodservice continues to drive demand for frozen processed potatoes in South Korea

### PROSPECTS AND OPPORTUNITIES

Opportunity to identify and intensify new consumer touchpoints via frozen fruit

Potential for frozen processed vegetables due to McCain's market entry

### CATEGORY DATA

Table 49 Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 50 Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 51 Sales of Processed Fruit and Vegetables by Category: % Volume Growth  
2018-2023

Table 52 Sales of Processed Fruit and Vegetables by Category: % Value Growth  
2018-2023

Table 53 NBO Company Shares of Processed Fruit and Vegetables: % Value  
2019-2023

Table 54 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 55 Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 56 Forecast Sales of Processed Fruit and Vegetables by Category: Volume  
2023-2028

Table 57 Forecast Sales of Processed Fruit and Vegetables by Category: Value  
2023-2028

Table 58 Forecast Sales of Processed Fruit and Vegetables by Category: % Volume  
Growth 2023-2028

Table 59 Forecast Sales of Processed Fruit and Vegetables by Category: % Value  
Growth 2023-2028

## RICE, PASTA AND NOODLES IN SOUTH KOREA KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Revival of rice consumption in South Korea

Contrasting trends in pasta and noodles

Spicy competition among noodle producers

### PROSPECTS AND OPPORTUNITIES

Impact of changing raw material prices

Influence of millennials and Generation Z on domestic rice consumption

#### CATEGORY DATA

Table 60 Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 61 Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 62 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 63 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 64 Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023

Table 65 NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 66 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

Table 67 NBO Company Shares of Rice: % Value 2019-2023

Table 68 LBN Brand Shares of Rice: % Value 2020-2023

Table 69 NBO Company Shares of Pasta: % Value 2019-2023

Table 70 LBN Brand Shares of Pasta: % Value 2020-2023

Table 71 NBO Company Shares of Noodles: % Value 2019-2023

Table 72 LBN Brand Shares of Noodles: % Value 2020-2023

Table 73 Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023

Table 74 Distribution of Rice by Format: % Value 2018-2023

Table 75 Distribution of Pasta by Format: % Value 2018-2023

Table 76 Distribution of Noodles by Format: % Value 2018-2023

Table 77 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 78 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 79 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 80 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

## I would like to order

Product name: Staple Foods in South Korea

Product link: <https://marketpublishers.com/r/SB7AA802AF16EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SB7AA802AF16EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970