

# Kimchi Market Size, Share & Trends Analysis Report By Product (Baechu Kimchi, Kkakdugi Kimchi, Chonggak Kimchi), By End Use (Households/Retail, Food Service), By Distribution Channel (B2C, B2B), By Region, And Segment Forecasts, 2024 - 2030

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## Abstracts

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### Kimchi Market Growth & Trends

The global kimchi market size is anticipated to reach USD 6,888 million by 2030 and is projected to grow at a CAGR of 4.9% from 2024 to 2030, according to a new report by Grand View Research, Inc. Kimchi, a traditional Korean fermented dish, has seen a remarkable surge in global demand, particularly in markets like the U.S. and Japan. This increase is fueled by the rising popularity of Korean cuisine, driven in part by the global influence of K-culture, including K-pop, K-dramas, and Korean films. Consumers are increasingly drawn to kimchi not only for its unique and vibrant flavors but also for its health benefits, such as its probiotic properties that support digestive health and boost immunity. This growing interest has resulted in significant export growth, with South Korea's kimchi exports reaching record highs in recent years.

Key players in the global market, including Daesang, CJ CheilJedang, and Pulmuone, are actively expanding their production capabilities and innovating their product lines to meet this growing demand. For instance, Daesang has recently (as of 2024) expanded its manufacturing plants in Vietnam to boost local production and introduce new kimchi products tailored to regional tastes. Companies are also diversifying their offerings by creating convenient, ready-to-eat kimchi and experimenting with new flavors and ingredients, such as turmeric and beetroot,

These innovations are helping to make kimchi more accessible and appealing to international markets.

Despite the robust growth, the market faces challenges such as fluctuating raw material costs and competition from locally produced alternatives in various international markets. However, the future prospects remain strong as the global appetite for Korean cuisine continues to grow. The increasing awareness of the health benefits associated with fermented foods, coupled with the ongoing trend of exploring diverse culinary experiences, is expected to sustain the demand for kimchi.

### Kimchi Market Report Highlights

The baechu kimchi led the market with the largest revenue share of 55.80% in 2023. Its widespread appeal as a Korean staple, combined with its nutritional benefits and the growing trend towards fermented foods, has driven its popularity. The influence of K-culture has also played a significant role in boosting its global consumption

Based on end use, the food service segment is projected to grow at the fastest CAGR of 5.5% from 2024 to 2030, fueled by its integration into global cuisines and dining trends. Restaurants are increasingly adding kimchi to their menus to cater to the demand for exotic and healthy options. The international rise of Korean cuisine and fusion dishes also drives its popularity in the food service industry

Based on distribution channel, the B2C segment led the market with the largest revenue share of 54.10% in 2023, driven by brands like CJ Bibigo, Daesang Jongga, and Pulmuone available in major retail chains. This accessibility reflects

kimchi's growing popularity as a healthy, probiotic-rich food choice. In Southern California, Korean kimchi sales now dominate the market, constituting over 50% of the kimchi section's total sales as of 2024, highlighting substantial growth and competition among imported brands in the state

The U.S. market is anticipated to grow at the fastest CAGR of 6.3% from 2024 to 2030. In 2023, South Korean kimchi exports to the U.S. surged to USD 40 million, up 37.4% from the previous year, driven by its reputation as a healthy, probiotic-rich food and its integration into mainstream American cuisine. The influence of Korean entertainment, particularly K-dramas, has further propelled kimchi's popularity, expanding its presence in major U.S. retail chains like Costco and Walmart

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