

South Korea Chocolate Market Report by Type (Milk/White Chocolate, Dark Chocolate), Product Type (Softlines/Selflines, Boxed Assortments, Countlines, Seasonal Chocolates, Molded Chocolates, and Others), Distribution Channel (Supermarkets and Hypermarkets, Specialty Retailers, Convenience/Grocery Stores, Online Retail Stores, and Others), and Region 2026-2034

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Abstracts

South Korea chocolate market size reached USD 3.3 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 4.2 Billion by 2034, exhibiting a growth rate (CAGR) of 2.72% during 2026-2034 . The evolving taste preferences of consumers, the increasing culture of gift-giving in the country, the growth of e-commerce and online retail platforms, and trend toward premium chocolate products in South Korea represent some of the key factors driving the market.

Chocolate is a popular confectionery product made from cocoa beans, sugar, and often other ingredients such as milk, flavorings, and sometimes nuts or fruit. The process of making chocolate begins with cocoa beans, which are harvested from the cacao tree. These beans are fermented, dried, and roasted to develop their flavor. After roasting, the beans are cracked open to extract the inner nibs, which are ground into a paste called chocolate liquor or cocoa mass. On the other hand, cocoa butter can be combined with other ingredients, such as sugar and milk solids, to create various types of chocolate, including dark chocolate, milk chocolate, and white chocolate. Chocolate is a beloved treat enjoyed worldwide, and it comes in a variety of forms and flavors to cater to different preferences. It's also a versatile ingredient used in a wide range of

culinary creations, from chocolate bars and truffles to cakes, cookies, and hot cocoa beverages.

SOUTH KOREA CHOCOLATE MARKET TRENDS:

One of the primary drivers of the South Korea chocolate market is the evolving taste preferences of consumers. As South Korean consumers become more exposed to international flavors and cuisines, their demand for a wider variety of chocolates, including dark chocolate, premium chocolate, and chocolates with unique ingredients or fillings, is on the rise. In addition, consumers are increasingly seeking healthier chocolate options, such as dark chocolate with higher cocoa content, chocolates with reduced sugar content, and those with added functional ingredients like nuts and fruits. Chocolate manufacturers are responding to this demand by offering healthier alternatives. Besides, South Korea has a strong culture of gift-giving, and chocolates are a popular choice for both personal and corporate gifting. This tradition drives the demand for premium and aesthetically packaged chocolates, especially during holidays and special occasions like Chuseok (Korean Thanksgiving) and Valentine's Day. Moreover, the growth of e-commerce and online retail platforms has opened up new distribution channels for chocolate products. Consumers can easily access a wide range of chocolates from both domestic and international brands through online shopping. This convenience factor contributes to the growth of the chocolate market. Additionally, there is a noticeable trend toward premium chocolate products in South Korea. Consumers are willing to pay a premium for high-quality chocolates with unique flavors, origins, and packaging. This premiumization trend is driving the market toward artisanal and gourmet chocolates. Furthermore, South Korea is a popular tourist destination, and many tourists seek to buy chocolates as souvenirs or gifts. This boosts the sales of chocolates, especially in tourist-heavy areas like Seoul and Jeju Island.

SOUTH KOREA CHOCOLATE MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the market based on type, product type, and distribution channel.

Type Insights:

Milk/White Chocolate

Dark Chocolate

The report has provided a detailed breakup and analysis of the market based on the type. This includes milk/white chocolate and dark chocolate.

Product Type Insights:

Softlines/Selflines

Boxed Assortments

Countlines

Seasonal Chocolates

Molded Chocolates

Others

A detailed breakup and analysis of the market based on the product type have also been provided in the report. This includes softlines/selflines, boxed assortments, countlines, seasonal chocolates, molded chocolates, and others.

Distribution Channel Insights:

Supermarkets and Hypermarkets

Specialty Retailers

Convenience/Grocery Stores

Online Retail Stores

Others

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, specialty retailers,

convenience/grocery stores, online retail stores, and others.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and Others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the key players include:

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea chocolate market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the South Korea chocolate market?

What is the breakup of the South Korea chocolate market on the basis of type?

What is the breakup of the South Korea chocolate market on the basis of product type?

What is the breakup of the South Korea chocolate market on the basis of distribution channel?

What are the various stages in the value chain of the South Korea chocolate market?

What are the key driving factors and challenges in the South Korea chocolate?

What is the structure of the South Korea chocolate market and who are the key players?

What is the degree of competition in the South Korea chocolate market?

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