

Packaged Kimchi Market Report: Trends, Forecast and Competitive Analysis to 2031

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Abstracts

2 – 3 business days after placing order

Packaged Kimchi Trends and Forecast

The future of the global packaged kimchi market looks promising with opportunities in the canned and bagged markets. The global packaged kimchi market is expected to grow with a CAGR of 5.3% from 2025 to 2031. The major drivers for this market are the growing popularity of Korean cuisine, increasing consumer awareness of the health benefits of fermented foods like kimchi, and the expansion of distribution channels and availability of packaged kimchi in mainstream retail outlets.

Lucintel forecasts that, within the application category, offline sale is expected to witness higher growth over the forecast period.

Within the type category, canned is expected to witness a higher growth.

In terms of regions, APAC is expected to witness the highest growth over the forecast period.

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Emerging Trends in the Packaged Kimchi Market

The packaged kimchi market is evolving rapidly, influenced by broader food trends and

changing consumer preferences. Emerging trends reflect shifts towards health consciousness, innovation in product offerings, and global culinary integration. Understanding these trends is crucial for stakeholders aiming to navigate and capitalize on the growing demand for this traditional fermented food.

Health and Wellness Focus: The increasing awareness of gut health and probiotics has made kimchi a popular choice among health-conscious consumers. Kimchi's fermented nature is associated with various health benefits, including improved digestion and immune support. This trend is driving both traditional and new kimchi brands to highlight health benefits in their marketing, leading to a rise in demand for organic and low-sodium options.

Product Innovation and Variety: There is a growing trend towards innovation in kimchi products, with new flavors and ingredient combinations entering the market. This includes kimchi with added superfoods, fusion flavors, and even non-traditional ingredients tailored to local tastes. Such innovations are aimed at expanding the product's appeal beyond traditional Korean cuisine and meeting diverse consumer preferences.

Integration into Non-Korean Cuisine: Kimchi is increasingly being used as an ingredient in various non-Korean dishes, such as burgers, tacos, and salads. This trend reflects a broader interest in culinary fusion and the versatility of kimchi. By integrating kimchi into different cuisines, producers, and chefs are enhancing its visibility and popularity among a wider audience.

Sustainable and Ethical Sourcing: Consumers are becoming more concerned about sustainability and ethical sourcing. This trend is prompting kimchi producers to adopt environmentally friendly practices, such as using organic ingredients and reducing packaging waste. Brands that emphasize their commitment to sustainability are appealing to a growing segment of eco-conscious consumers.

Digital and Direct-to-Consumer Sales: The rise of e-commerce and direct-to-consumer sales channels is significantly impacting the packaged kimchi market. Online platforms are enabling brands to reach a broader audience and offer a more diverse range of products. This trend is also fostering direct relationships between producers and consumers, allowing for more personalized marketing and customer engagement.

These emerging trends are reshaping the packaged kimchi market by expanding its appeal, enhancing product diversity, and aligning with contemporary consumer values. As health consciousness, innovation, and sustainability continue to influence the market, kimchi is likely to see further growth and integration into global food cultures. Producers who adapt to these trends will be better positioned to thrive in an increasingly competitive landscape.

Recent Developments in the Packaged Kimchi Market

The packaged kimchi market reflects the growing popularity of this traditional Korean food and its adaptation to global consumer trends. From increased market presence to innovative product offerings, these developments are shaping the future of kimchi. Understanding these changes is essential for stakeholders aiming to navigate and leverage the evolving market dynamics.

Expansion of Distribution Channels: The packaged kimchi market has seen a significant expansion in distribution channels. Major grocery chains and specialty stores are increasing their kimchi offerings, making it more accessible to consumers. Online retail platforms are also playing a crucial role, allowing for wider distribution and easier access. This increased availability is driving market growth and making kimchi a staple in more households.

Growth of Private Label Brands: Private label brands are becoming a prominent force in the packaged kimchi market. Retailers are launching their kimchi products, often focusing on competitive pricing and unique formulations. This trend is contributing to market growth by providing consumers with more options and driving competition among established brands.

Innovation in Packaging: Packaging innovation is becoming a key focus in the packaged kimchi market. Companies are investing in new packaging solutions that improve product freshness, extend shelf life, and enhance convenience. Innovations such as resealable pouches and smaller portion sizes are catering to diverse consumer needs and improving the overall product experience.

Increased Focus on Authenticity: There is a growing emphasis on authenticity in the packaged kimchi market. Consumers are seeking products that reflect traditional fermentation methods and genuine Korean flavors. This trend is leading to an increase in high-quality, artisanal kimchi products that emphasize traditional ingredients and production techniques, appealing to both Korean food

enthusiasts and new consumers.

Expansion into Emerging Markets: The packaged kimchi market is expanding into emerging markets, driven by growing interest in international cuisines and health foods. Countries like India and Brazil are seeing increased kimchi availability as local distributors and retailers recognize the potential of this niche market. This expansion is opening new growth opportunities and diversifying the consumer base.

These key developments are transforming the packaged kimchi market by broadening distribution, fostering innovation, and enhancing consumer engagement. As the market evolves, these developments are contributing to increased accessibility, diversity, and authenticity, positioning kimchi as a versatile and appealing food choice on a global scale.

Strategic Growth Opportunities for Packaged Kimchi Market

The packaged kimchi market is ripe with growth opportunities across various applications as it gains popularity worldwide. With its health benefits and versatility, kimchi is being explored beyond traditional uses, creating new avenues for market expansion. By focusing on specific applications such as culinary integration, health food products, and convenient packaging, stakeholders can tap into evolving consumer preferences and emerging trends. This strategic exploration can drive market growth and diversify product offerings, catering to a broader audience and enhancing Kimchi's global presence.

Culinary Integration: Integrating kimchi into diverse culinary applications presents a significant growth opportunity. As chefs and home cooks explore kimchi's versatility, it is being used in a range of dishes from burgers and tacos to pizzas and salads. This trend helps kimchi reach a wider audience beyond traditional Korean cuisine, appealing to food enthusiasts and health-conscious consumers alike. Brands can capitalize on this by developing recipes and products that highlight kimchi's unique flavor in new culinary contexts.

Health Food Products: Kimchi's probiotic benefits align with the growing demand for health food products. There is an opportunity to develop kimchi-based health supplements, functional foods, and snacks that cater to consumers seeking gut health and immunity support. By emphasizing its health benefits and

incorporating it into functional food formats, brands can attract health-focused consumers and expand their product lines to include innovative health-oriented offerings.

Premium and Artisanal Products: The market for premium and artisanal kimchi products is expanding as consumers seek high-quality, authentic experiences. Opportunities exist in offering artisanal kimchi made with traditional fermentation techniques, organic ingredients, and unique flavors. This segment appeals to food connoisseurs and health-conscious consumers looking for premium options, allowing brands to position themselves as high-end players in the kimchi market.

Convenient Packaging Solutions: The demand for convenient packaging solutions presents a growth opportunity in the packaged kimchi market. Innovations such as resealable pouches, single-serve portions, and shelf-stable packaging can enhance consumer convenience and extend product shelf life. These solutions cater to busy lifestyles and on-the-go consumption, making kimchi more accessible and appealing to a broader audience.

E-commerce and Direct-to-Consumer Channels: The rise of e-commerce and direct-to-consumer (DTC) channels offers significant growth potential for the packaged kimchi market. Online platforms enable brands to reach a global audience, offer a diverse range of products, and build direct relationships with consumers. By leveraging digital marketing and DTC sales, brands can enhance visibility, drive sales, and gather valuable customer insights.

These strategic growth opportunities are shaping the packaged kimchi market by expanding its applications and reaching new consumer segments. By focusing on culinary innovation, health benefits, premium offerings, convenient packaging, and e-commerce, brands can drive market expansion and adapt to evolving consumer preferences. Capitalizing on these opportunities will enable stakeholders to enhance their market presence and diversify their product offerings.

Packaged Kimchi Market Driver and Challenges

The packaged kimchi market is influenced by various drivers and challenges that impact its growth and development. Technological advancements, economic factors, and regulatory conditions play crucial roles in shaping the market landscape. Understanding

these drivers and challenges is essential for stakeholders to navigate the market effectively and leverage opportunities while mitigating potential obstacles.

The factors responsible for driving the packaged kimchi market include:

Rising Health Consciousness: Increasing consumer awareness of gut health and probiotics is a significant driver for the packaged kimchi market. As more people seek foods that support digestive health and boost immunity, kimchi's reputation as a probiotic-rich food enhances its appeal. This growing focus on health and wellness is driving demand for kimchi products, influencing brands to emphasize their health benefits and innovate accordingly.

Growing Popularity of Asian Cuisine: The expanding interest in Asian cuisine, particularly Korean food, is fueling the growth of the packaged kimchi market. As global food trends favor multicultural and exotic flavors, kimchi has gained popularity beyond its traditional Korean context. This trend is encouraging retailers and producers to introduce more kimchi varieties and integrate them into diverse culinary applications, broadening its market reach.

Expansion of Distribution Channels: The growth in distribution channels, including supermarkets, specialty stores, and e-commerce platforms, is a key driver of market expansion. Increased availability and accessibility of kimchi products through various retail channels are making it easier for consumers to purchase and incorporate kimchi into their diets. This expansion helps drive market growth and increases consumer adoption.

Innovation in Product Development: Continuous innovation in kimchi product development is driving market growth. New flavors, health-oriented formulations, and convenient packaging solutions are attracting a wider range of consumers. By diversifying product offerings and enhancing product appeal, brands can tap into emerging consumer preferences and stay competitive in the evolving market.

Increased Awareness and Education: Enhanced consumer education about kimchi's health benefits and culinary uses is contributing to market growth. As awareness campaigns and educational efforts increase, more consumers are becoming informed about kimchi's probiotic properties and versatility. This knowledge is driving higher demand and encouraging more widespread adoption of kimchi products.

Challenges in the packaged kimchi market are:

Regulatory and Compliance Issues: Navigating regulatory requirements and compliance issues can be a challenge for the packaged kimchi market. Different countries have varying regulations regarding food safety, labeling, and import standards. Ensuring compliance with these regulations can be complex and costly, potentially impacting market entry and operations for international and domestic producers.

Cultural and Taste Barriers: Cultural and taste preferences can pose challenges for the packaged kimchi market. While kimchi is popular in Korean cuisine, it may face resistance in regions where traditional flavors are preferred. Overcoming taste barriers and educating consumers about kimchi's benefits are essential for increasing market acceptance and expanding into new regions.

Competition and Market Saturation: The packaged kimchi market is becoming increasingly competitive, with numerous brands and products entering the market. This growing competition can lead to market saturation, making it challenging for brands to differentiate themselves and maintain market share. Effective marketing, innovation, and strategic positioning are crucial to stand out in a crowded market.

The packaged kimchi market is shaped by various drivers and challenges that influence its growth trajectory. Rising health consciousness, the popularity of Asian cuisine, and distribution channel expansion are key drivers, while regulatory issues, cultural barriers, and market saturation pose significant challenges. Understanding and addressing these factors is crucial for stakeholders to navigate the market successfully and leverage growth opportunities.

List of Packaged Kimchi Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. Through these strategies packaged kimchi companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce

production costs, and expand their customer base. Some of the packaged kimchi companies profiled in this report include-

Wang Korea

Mother-In-Law's

Tobagi

Sunja's Kimchi

Lucky Foods

Nasoya

Bibigo

Packaged Kimchi by Segment

The study includes a forecast for the global packaged kimchi market by type, application, and region.

Packaged Kimchi Market by Type [Analysis by Value from 2019 to 2031]:

Canned

Bagged

Packaged Kimchi Market by Application [Analysis by Value from 2019 to 2031]:

Online Sales

Offline Sales

Packaged Kimchi Market by Region [Analysis by Value from 2019 to 2031]:

North America

Europe

Asia Pacific

The Rest of the World

Country Wise Outlook for the Packaged Kimchi Market

The packaged kimchi market is experiencing dynamic changes as it gains popularity beyond its traditional Korean roots. In recent years, global demand for fermented foods has surged, with kimchi emerging as a significant player due to its health benefits and unique flavor profile. Key markets such as the United States, China, Germany, India, and Japan are seeing various developments driven by evolving consumer preferences, increased awareness of gut health, and the rise of multicultural cuisine. This shift is shaping the market in diverse ways, leading to both opportunities and challenges for producers and retailers worldwide.

United States: In the U.S., the packaged kimchi market has seen substantial growth due to increased interest in probiotic-rich foods and Asian cuisine. Major grocery chains are expanding their kimchi offerings, and new brands are entering the market, often focusing on organic and non-GMO options. Retailers are also educating consumers about the health benefits of kimchi, which is contributing to its mainstream acceptance. Additionally, there's a rising trend of integrating kimchi into various dishes beyond traditional Korean recipes, appealing to a broader audience.

China: China's packaged kimchi market is expanding as Korean culture continues to influence local food trends. Urban areas are seeing a rise in demand for imported kimchi, with a focus on premium and authentic products. Domestic producers are also increasing their output, often offering kimchi with local flavor twists to cater to regional tastes. The growth is supported by the increasing awareness of the health benefits of fermented foods, which aligns with China's broader trend towards healthier eating habits.

Germany: In Germany, packaged kimchi is gaining traction as part of the broader trend of interest in international and health-conscious foods. German

consumers are increasingly drawn to kimchi's probiotic benefits and its compatibility with diverse cuisines. Supermarkets and specialty stores are expanding their kimchi selections, with a notable rise in German-made kimchi products. There is also growing interest in integrating kimchi into traditional German dishes, reflecting a fusion of culinary cultures.

India: India's packaged kimchi market is in its nascent stage but showing promise due to the rising awareness of global food trends and health benefits. While traditionally not a major market for kimchi, increased availability through modern retail channels and the influence of Korean pop culture are driving growth. Local adaptations of kimchi are emerging, catering to Indian taste preferences. The challenge remains in educating consumers about kimchi's benefits and overcoming traditional food barriers.

Japan: Japan has a well-established market for kimchi, with both imported and locally produced varieties enjoying steady demand. Recent developments include a growing interest in gourmet and specialty kimchi products, often featuring unique ingredients or fermentation methods. Japanese consumers are increasingly incorporating kimchi into various dishes, reflecting a fusion of traditional Japanese cuisine with international flavors. The market is also seeing a rise in health-conscious choices, including low-sodium and organic kimchi options.

Features of the Global Packaged Kimchi Market

Market Size Estimates: Packaged kimchi market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2019 to 2024) and forecast (2025 to 2031) by various segments and regions.

Segmentation Analysis: Packaged kimchi market size by type, application, and region in terms of value (\$B).

Regional Analysis: Packaged kimchi market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different types, applications, and regions for the packaged kimchi market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the packaged kimchi market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

If you are looking to expand your business in this market or adjacent markets, then contact us. We have done hundreds of strategic consulting projects in market entry, opportunity screening, due diligence, supply chain analysis, M & A, and more.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the packaged kimchi market by type (canned and bagged), application (online sales and offline sales), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been

on the industry?

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