



# Street Stalls/Kiosks in South Korea

March 2026

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## Street Stalls/Kiosks in South Korea - Category analysis

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#### 2025 DEVELOPMENTS

Moderate growth as consumer preferences evolve

#### INDUSTRY PERFORMANCE

Popularity of affordable street snacks drives growth

Increasing demand among foreign visitors

Changing diets negatively impact sales of tanghulu

#### WHAT'S NEXT?

Modest outlook for street stalls/kiosks

Convenience stores pose threat to street stalls/kiosks

Increasing reliance on kiosks is anticipated

#### COMPETITIVE LANDSCAPE

Myungrang Hot Dog loses traction as value positioning shifts

Unmanned bakeries boosts performance of other players

Chained street stalls/kiosks leverage partnerships with food manufacturers

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## [Consumer Foodservice in South Korea - Industry Overview](#)

### EXECUTIVE SUMMARY

Lacklustre performance reflects weak purchasing power

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Economic headwinds eat into revenue performance

Restaurants roll out direct to consumer initiatives

Experiential offerings and loyalty programmes gain traction

#### WHAT'S NEXT?

Modest outlook for consumer foodservice

Automation and AI are embraced to enhance efficiency and reduce labour costs

Sustainability and focus on Gen Z/Alpha

## COMPETITIVE LANDSCAPE

Starbucks Coffee Korea maintains its lead

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/street-stalls-kiosks-in-south-korea/report](http://www.euromonitor.com/street-stalls-kiosks-in-south-korea/report).