



Euromonitor
International

Breakfast Cereals in South Korea

November 2025

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Breakfast Cereals in South Korea - Category analysis

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2025 DEVELOPMENTS

Breakfast cereals seeing polarisation of demand

INDUSTRY PERFORMANCE

Health-conscious consumers are reshaping the breakfast cereals market

Children's breakfast cereals suffers from a shrinking target audience and an unhealthy image

WHAT'S NEXT?

Breakfast cereals under threat from evolving breakfast routines

Sugar reduction and functional benefits will be key to revitalising demand

Breakfast cereals offer potential as a topping ingredient in the foodservice channel

COMPETITIVE LANDSCAPE

Traditional Cereal Brands Struggle to Compete Amid Functional Food and Snack Alternatives

Players use new IPs to expand their reach to a wider audience

CHANNELS

Hypermarkets Still Dominate Cereal Sales, While E-Commerce Emerges as a More Viable Channel than CVS

E-commerce opening the market up to new opportunities

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EXECUTIVE SUMMARY

Volume sales stagnate but opportunities exist in adding value to the market

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Volume sales stagnate while value growth is propelled by the search for healthier options

Health and sustainability on the menu as primary considerations

Rising production costs hit sweet treats

WHAT'S NEXT?

Growth expected to remain focused more on value than volume gains

Competition set to evolve through new product development and distribution strategies

Changing lifestyle behaviours expected to influence the future of staple foods

COMPETITIVE LANDSCAPE

CJ Cheiljedang strengthens its leading position with its trusted product range
Nongshim and Ottogi provide stiff competition with tried and trusted products

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