



**Euromonitor  
International**

# Baked Goods in South Korea

November 2025

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## Baked Goods in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Baked goods evolving to meet new consumption occasions

#### INDUSTRY PERFORMANCE

Bread transforming from an indulgent snack to a meal replacement option

Dessert bread retains its popularity but players rebrand to meet evolving trends

#### WHAT'S NEXT?

Producers of baked goods may need to feed off pop culture to stand out

Clean label products and digestibility set to outpace traditional health claims

Bakery-to-go expansion of bread into foodservice and hybrid meal formats

#### COMPETITIVE LANDSCAPE

SPC maintains its leadership despite public backlash from safety incident

Private label on the rise with strong value proposition

#### CHANNELS

Artisanal bakeries and hypermarkets dominate but convenience stores are making inroads

E-commerce still lags behind despite continued growth

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## Staple Foods in South Korea - Industry Overview

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