



Euromonitor
International

Full-Service Restaurants in South Korea

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Full-service restaurants is impacted by weaker purchasing power

INDUSTRY PERFORMANCE

Full-service restaurants under pressure from self-service cafeterias
Affordable premium restaurants gain appeal in challenging economy
Coupang delivery gains ground with Wow Membership scheme

WHAT'S NEXT?

Cheap premium trend is likely to expand due to inflation
Renewed focus on Restaurant Meal Replacement (RMR)
Commercialisation of robot delivery services is expected

COMPETITIVE LANDSCAPE

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Independent foodservice operators enjoy growth

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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

Ashley's family restaurant strikes chord with price sensitive consumers

International foodservice brands enter South Korea

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Cost pressures drive roll-out of compact store formats

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