



Processed Fruit and Vegetables in South Korea

November 2025

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Processed Fruit and Vegetables in South Korea - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Processed fruit and vegetables suffer from negative image perceptions

INDUSTRY PERFORMANCE

Health-focused consumers turn away from processed fruit and vegetables

Frozen fruit thriving as a more affordable alternative option to fresh fruit

WHAT'S NEXT?

Single portion ready-to-eat frozen fruit offers potential growth opportunity

Offering healthier options could be key to driving market development

Players under pressure to adapt to the changing needs of the market

COMPETITIVE LANDSCAPE

Dongwon leads a fragmented market

Private label seeing dynamic growth

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Hypermarkets and supermarkets dominate

E-commerce continues to grow while foodservice takes on a bigger role

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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

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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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