



Euromonitor
International

Edible Oils in South Korea

November 2025

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Edible Oils in South Korea - Category analysis

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2025 DEVELOPMENTS

Olive oil offers a healthy appeal

INDUSTRY PERFORMANCE

Health-oriented oils sustain growth despite high prices

Consumers shift away from refined oils for health reasons

WHAT'S NEXT?

Health-driven consumption is reshaping edible oils with a focus on olive oil

Retail e-commerce expansion accelerates fragmentation in competitive landscape

Small-size formats and B2B demand emerge as key growth drivers

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Heavy concentration among leading olive oil brands

Fragmentation persists in seed oils

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Cooking Ingredients and Meals in South Korea - Industry Overview

EXECUTIVE SUMMARY

Widening range and innovation at both ends of price spectrum

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Consumers shift towards ready-to-eat products as convenience attracts shoppers

Wider range of products entices consumers seeking greater choice and value

WHAT'S NEXT?

Structural change will force brands to rethink price-value propositions

Retail disruption is anticipated as food manufacturers build D2C

Consumer demand is becoming polarised between affordable and premium choices

COMPETITIVE LANDSCAPE

Retailers are gaining prominence in a fiercely competitive landscape

Private label makes significant gains

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