



Euromonitor  
International

# Sweet Spreads in South Korea

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## Sweet Spreads in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Healthy options attract more consumers

#### INDUSTRY PERFORMANCE

Health-conscious and westernised eating habits drive gradual growth in sweet spreads

#### WHAT'S NEXT?

Health-conscious and meal-replacement spreads to drive functional growth

Influx of global brands will push local players to reposition and specialise

Digital-first strategies will reshape the distribution model for sweet spreads

#### COMPETITIVE LANDSCAPE

Competition to intensify between local leaders and diversified imports in jam and honey

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Retail e-commerce growth fuels influx of imported brands

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