



**Euromonitor
International**

Cooking Ingredients and Meals in South Korea

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Cooking Ingredients and Meals in South Korea

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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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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INDUSTRY PERFORMANCE

Convenience and quality drive growth in meals and soups
Shelf-stable ready meals and dry soups are perceived to be less healthy

WHAT'S NEXT?

Demand for high-quality convenience foods will continue to rise
Competition to intensify in Home Meal Replacement (HMR)
Direct-to-consumer expansion will strengthen brand independence from retailers

COMPETITIVE LANDSCAPE

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2025 DEVELOPMENTS

Premium and niche products attract consumers

INDUSTRY PERFORMANCE

Consumer demand for table sauces is stagnating

Players are responding to challenges in recipe sauces

WHAT NEXT?

Opportunity for premium table sauces as consumers explore global cuisines

Recipe sauces will see acceleration in brand-led differentiation

Digital channels expected to become primary outlet for premium sauce consumption

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KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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

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