



Euromonitor
International

Staple Foods in South Korea

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Table of Contents

Staple Foods in South Korea

EXECUTIVE SUMMARY

Volume sales stagnate but opportunities exist in adding value to the market

KEY DATA FINDINGS

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

CHANNELS

Hypermarkets lead sales but convenience stores have become testing grounds

E-commerce continues to grow and develop

MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2020-2025

Table 2 - Sales of Staple Foods by Category: Value 2020-2025

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 6 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

Baked Goods in South Korea

KEY DATA FINDINGS

2025 DEVELOPMENTS

Baked goods evolving to meet new consumption occasions

INDUSTRY PERFORMANCE

Bread transforming from an indulgent snack to a meal replacement option

Dessert bread retains its popularity but players rebrand to meet evolving trends

WHAT'S NEXT?

Producers of baked goods may need to feed off pop culture to stand out
Clean label products and digestibility set to outpace traditional health claims
Bakery-to-go expansion of bread into foodservice and hybrid meal formats

COMPETITIVE LANDSCAPE

SPC maintains its leadership despite public backlash from safety incident
Private label on the rise with strong value proposition

CHANNELS

Artisanal bakeries and hypermarkets dominate but convenience stores are making inroads
E-commerce still lags behind despite continued growth

CATEGORY DATA

Table 13 - Sales of Baked Goods by Category: Volume 2020-2025
Table 14 - Sales of Baked Goods by Category: Value 2020-2025
Table 15 - Sales of Baked Goods by Category: % Volume Growth 2020-2025
Table 16 - Sales of Baked Goods by Category: % Value Growth 2020-2025
Table 17 - Sales of Pastries by Type: % Value 2020-2025
Table 18 - NBO Company Shares of Baked Goods: % Value 2021-2025
Table 19 - LBN Brand Shares of Baked Goods: % Value 2022-2025
Table 20 - Distribution of Baked Goods by Format: % Value 2020-2025
Table 21 - Forecast Sales of Baked Goods by Category: Volume 2025-2030
Table 22 - Forecast Sales of Baked Goods by Category: Value 2025-2030
Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030
Table 24 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

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[Breakfast Cereals in South Korea](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Breakfast cereals seeing polarisation of demand

INDUSTRY PERFORMANCE

Health-conscious consumers are reshaping the breakfast cereals market
Children's breakfast cereals suffers from a shrinking target audience and an unhealthy image

WHAT'S NEXT?

Breakfast cereals under threat from evolving breakfast routines
Sugar reduction and functional benefits will be key to revitalising demand
Breakfast cereals offer potential as a topping ingredient in the foodservice channel

COMPETITIVE LANDSCAPE

Traditional Cereal Brands Struggle to Compete Amid Functional Food and Snack Alternatives
Players use new IPs to expand their reach to a wider audience

CHANNELS

Hypermarkets Still Dominate Cereal Sales, While E-Commerce Emerges as a More Viable Channel than CVS
E-commerce opening the market up to new opportunities

CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 26 - Sales of Breakfast Cereals by Category: Value 2020-2025
Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025
Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025
Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025
Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025
Table 31 - Distribution of Breakfast Cereals by Format: % Value 2020-2025
Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030
Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030
Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030
Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

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[Processed Fruit and Vegetables in South Korea](#)

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

CHANNELS

Hypermarkets and supermarkets dominate

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

CATEGORY DATA

Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025
Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025
Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025
Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025
Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025
Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025
Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025
Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025
Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030
Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030
Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030
Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

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[Processed Meat, Seafood and Alternatives To Meat in South Korea](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of processed meat, seafood and alternatives under pressure

INDUSTRY PERFORMANCE

Shelf stable products under pressure due to mounting health concerns

Processed meat and seafood find new opportunities as protein-rich snacks

WHAT'S NEXT?

Lifestyle shifts will accelerate demand for on-the-go protein formats

Health-conscious consumers will push the category toward clean label and plant-based innovation

Players likely to focus on format innovation and distribution strategies to gain share

COMPETITIVE LANDSCAPE

Innovation remains a feature of the market

Private label making gains thanks to a more affordable positioning

CHANNELS

E-commerce now the second largest distribution channel in the market

Convenience stores not just a sales point but also a testing point

CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

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[Rice, Pasta and Noodles in South Korea](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales stagnate as consumers turn to alternative meal options

INDUSTRY PERFORMANCE

Sales stagnate as consumer tastes and preferences evolve

Players focus on adding value

WHAT'S NEXT?

Ready-to-eat rice to shift toward health, functionality, and personalisation

Noodles expected to serve as a testing ground

Premium and imported pasta set for growth

COMPETITIVE LANDSCAPE

Nongshim retains a strong lead with ongoing investment new products and marketing
Leading players in rice and pasta facing increasing competition

CHANNELS

E-commerce gaining prominence in rice and pasta
Convenience stores taking on an important role in instant noodles

CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025
Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025
Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025
Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025
Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025
Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025
Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025
Table 69 - NBO Company Shares of Rice: % Value 2021-2025
Table 70 - LBN Brand Shares of Rice: % Value 2022-2025
Table 71 - NBO Company Shares of Pasta: % Value 2021-2025
Table 72 - LBN Brand Shares of Pasta: % Value 2022-2025
Table 73 - NBO Company Shares of Noodles: % Value 2021-2025
Table 74 - LBN Brand Shares of Noodles: % Value 2022-2025
Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025
Table 76 - Distribution of Rice by Format: % Value 2020-2025
Table 77 - Distribution of Pasta by Format: % Value 2020-2025
Table 78 - Distribution of Noodles by Format: % Value 2020-2025
Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030
Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030
Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030
Table 82 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/staple-foods-in-south-korea/report.