



Euromonitor
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Plant-Based Dairy in South Korea

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Table of Contents

Plant-Based Dairy in South Korea - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Plant-based milk cements its role as a mainstream dairy alternative in South Korea

Plant-based milk faces intensifying competition across both retail and foodservice channels

Retail e-commerce plays a significant role

PROSPECTS AND OPPORTUNITIES

Tariff elimination will accelerate portfolio diversification and intensify competition

Brand identity outweighs functional claims

Soy drinks faces structural decline, requiring ingredient-led repositioning to regain relevance

CATEGORY DATA

Table 1 - Sales of Plant-Based Dairy by Category: Value 2020-2025

Table 2 - Sales of Plant-Based Dairy by Category: % Value Growth 2020-2025

Table 3 - Sales of Other Plant-Based Milk by Type: % Value 2022-2025

Table 4 - NBO Company Shares of Plant-Based Dairy: % Value 2021-2025

Table 5 - LBN Brand Shares of Plant-Based Dairy: % Value 2022-2025

Table 6 - Distribution of Plant-Based Dairy by Format: % Value 2020-2025

Table 7 - Forecast Sales of Plant-Based Dairy by Category: Value 2025-2030

Table 8 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in South Korea - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 9 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025

Table 10 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025

Table 11 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025

Table 12 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025

Table 13 - Penetration of Private Label by Category: % Value 2020-2025

Table 14 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 15 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 16 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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