

Sustainability in South Korea

September 2024

Table of Contents

Sustainability in South Korea

SCOPE

Chart 1 - Sustainability Country Report Scope 2024

KEY FINDINGS

Chart 2 - Sustainability Country Report Main Findings 2024

INTRODUCTION

Chart 3 - Sustainability Market in South Korea: Key Metrics by Industry 2023

CONSUMER BEHAVIOUR

Environmental awareness

Chart 4 - Consumers' Sustainability Awareness and Actions in South Korea 2020-2024

Green actions

Chart 5 - Consumers' Environmental Action in South Korea 2024

Trust in green labels

Chart 6 - Consumer Trust in Product Claims in South Korea 2024

Shopping preferences

Chart 7 - Consumer Circular Shopping Preferences in South Korea 2024

Sustainable consumer types

Chart 8 - Sustainable Consumer's Types in South Korea 2024

Chart 9 - Zero Wasters: Largest Consumer Type in South Korea 2024

MARKET SIZE AND PRODUCT PREVALENCE

Chart 10 - Sustainability Market Size By Industry in South Korea 2020-2023

Chart 11 - Sustainability Product Prevalence by Industry in South Korea 2020-2023

SUSTAINABLE PRODUCTS

Chart 12 - Soft Drinks: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

Chart 13 - Staple Foods: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

Chart 14 - Snacks: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

Chart 15 - Consumer Health: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

Chart 16 - Dairy Products and Alternatives: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

Chart 17 - Beauty and Personal Care: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

Chart 18 - Cooking Ingredients and Meals: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

Chart 19 - Hot Drinks: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

Chart 20 - Tissue and Hygiene: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

Chart 21 - Pet Care: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

Chart 22 - Home Care: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

COMPETITOR ANALYSIS

Chart 23 - Top 10 Companies: Company Sales of SKUs with Sustainability Attributes in South Korea, 2020-2023

Chart 24 - Top 10 Companies: Sustainability Product Prevalence in South Korea, 2020-2023

SEIZING THE OPPORTUNITY - BY INDUSTRY

Chart 25 - Soft Drinks: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

Chart 26 - Staple Foods: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

Chart 27 - Snacks: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

Chart 28 - Consumer Health: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

Chart 29 - Dairy Products and Alternatives: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

Chart 30 - Beauty and Personal Care: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

Chart 31 - Cooking Ingredients and Meals: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

Chart 32 - Hot Drinks: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

Chart 33 - Tissue and Hygiene: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

Chart 34 - Pet Care: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

Chart 35 - Home Care: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

SEIZING THE OPPORTUNITY - BY KEY ATTRIBUTE GROUP

Chart 36 - No Artificial Ingredients Claims: Market Size of Sustainable Products across selected countries 2020-2023

Chart 37 - Sustainable Sourcing Claims: Market Size of Sustainable Products across selected countries 2020-2023

Chart 38 - Diets Claims: Market Size of Sustainable Products across selected countries 2020-2023

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

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