



Euromonitor
International

Meals and Soups in South Korea

November 2025

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Meals and Soups in South Korea - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers demand premium ingredients and convenience

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

Competition is set to intensify in frozen ready meals

Structural challenges to continue from private label

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Major brands gain traction via e-commerce

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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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