



**Euromonitor
International**

HW Staple Foods in South Korea

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health pleasure and convenience underpin strong growth in organic staples

INDUSTRY PERFORMANCE

Health pleasure and convenience reshape staple food consumption
Natural positioning aligns with lighter processing and functional grains
Organic benefits from health awareness and smaller households

WHAT'S NEXT

Health-focused convenience and functional nutrition shaping staple foods
Natural positioning reinforced by clean-label trust and everyday usability
Organic growth constrained by price sensitivity but supported by quality differentiation

CATEGORY DATA

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Health and Wellness in South Korea - Industry Overview

EXECUTIVE SUMMARY

Health pleasure and functional everyday choices shape market momentum

INDUSTRY PERFORMANCE

Blood sugar control and weight awareness become mainstream dietary priorities
Functional nutrition and natural credibility support premiumisation

WHAT'S NEXT

Hybrid innovation and clean reformulation drive long-term growth

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