



**Euromonitor
International**

Baked Goods in South Korea

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- The rise of leavened bread and frozen baked goods in 2024
- Volume decline for packaged cakes and dessert mixes
- Convenience stores is an emerging channel for baked goods, especially pastries

PROSPECTS AND OPPORTUNITIES

- Constant adaptation to consumer demand essential in baked goods
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Staple Foods in South Korea - Industry Overview

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