



Baked Goods in South Korea

October 2024

Table of Contents

Baked Goods in South Korea - Category analysis

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
Convenience stores will become a key distribution channel for baked goods
Fierce competition with bakery specialists after price stabilisation

CATEGORY DATA

Table 1 - Sales of Baked Goods by Category: Volume 2019-2024
Table 2 - Sales of Baked Goods by Category: Value 2019-2024
Table 3 - Sales of Baked Goods by Category: % Volume Growth 2019-2024
Table 4 - Sales of Baked Goods by Category: % Value Growth 2019-2024
Table 5 - Sales of Pastries by Type: % Value 2019-2024
Table 6 - NBO Company Shares of Baked Goods: % Value 2020-2024
Table 7 - LBN Brand Shares of Baked Goods: % Value 2021-2024
Table 8 - Distribution of Baked Goods by Format: % Value 2019-2024
Table 9 - Forecast Sales of Baked Goods by Category: Volume 2024-2029
Table 10 - Forecast Sales of Baked Goods by Category: Value 2024-2029
Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029
Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2024-2029

Staple Foods in South Korea - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for staple foods?

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2019-2024
Table 14 - Sales of Staple Foods by Category: Value 2019-2024
Table 15 - Sales of Staple Foods by Category: % Volume Growth 2019-2024
Table 16 - Sales of Staple Foods by Category: % Value Growth 2019-2024
Table 17 - NBO Company Shares of Staple Foods: % Value 2020-2024
Table 18 - LBN Brand Shares of Staple Foods: % Value 2021-2024
Table 19 - Penetration of Private Label by Category: % Value 2019-2024
Table 20 - Distribution of Staple Foods by Format: % Value 2019-2024
Table 21 - Forecast Sales of Staple Foods by Category: Volume 2024-2029
Table 22 - Forecast Sales of Staple Foods by Category: Value 2024-2029
Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029
Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

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/baked-goods-in-south-korea/report.