



**Euromonitor
International**

Processed Fruit and Vegetables in South Korea

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising demand for frozen fruit amidst price increases and health consciousness
- Foodservice retail volumes of frozen fruit also rise
- Some categories see retail volume decline due to substitutes

PROSPECTS AND OPPORTUNITIES

- Further decline expected for shelf stable fruit and vegetables, especially fruit
- Desserts is the potential breakthrough that could leverage the value of frozen fruit
- Potential for growth for frozen processed vegetables, from a low base

CATEGORY DATA

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

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SOURCES

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