

Supermarkets in South Korea

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Supermarkets in South Korea - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shifting consumer trend towards major supermarket chains GS The Fresh leads outlet expansion in supermarkets The growth of quick commerce in supermarkets

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The rise of demand for supermarkets amidst increase in single-person households Competition between grocery retail channels expected Homeplus Express's ongoing renewal to cater to single-person households

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