



Euromonitor
International

Sweet Spreads in South Korea

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising demand for low sugar and calories
- Nut and seed-based spreads sees double-digit growth in retail value terms
- Convenient and hygienic jams and preserves target different consumption occasions

PROSPECTS AND OPPORTUNITIES

- Gradual increase in sweet spreads expected due to changes in dietary preferences
- Home baking is easier, but younger consumers still prefer eating out at bakeries
- To further increase sales, finding a pairing product is essential

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Cooking Ingredients and Meals in South Korea - Industry Overview

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