



Euromonitor
International

Processed Meat, Seafood and Alternatives To Meat in South Korea

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Changing consumer attitudes to chilled processed meat, from side dishes to snacks

Polarised growth rate between processed red meat and poultry due to increased consumer interest in health

Westernised eating habits and the increased popularity of ham

PROSPECTS AND OPPORTUNITIES

Focus on product development will be significant for processed red meat

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