



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in South Korea

October 2024

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
Evolving competition in snack-oriented processed meat, especially deli meat
Meat and seafood substitutes to disrupt the category and create strong competition

CATEGORY DATA

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- Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024
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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?

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-south-korea/report.