



Euromonitor
International

Baked Goods in South Korea

November 2025

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Baked Goods in South Korea - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Baked goods evolving to meet new consumption occasions

INDUSTRY PERFORMANCE

Bread transforming from an indulgent snack to a meal replacement option

Dessert bread retains its popularity but players rebrand to meet evolving trends

WHAT'S NEXT?

Producers of baked goods may need to feed off pop culture to stand out

Clean label products and digestibility set to outpace traditional health claims

Bakery-to-go expansion of bread into foodservice and hybrid meal formats

COMPETITIVE LANDSCAPE

SPC maintains its leadership despite public backlash from safety incident

Private label on the rise with strong value proposition

CHANNELS

Artisanal bakeries and hypermarkets dominate but convenience stores are making inroads

E-commerce still lags behind despite continued growth

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Staple Foods in South Korea - Industry Overview

EXECUTIVE SUMMARY

Volume sales stagnate but opportunities exist in adding value to the market

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Volume sales stagnate while value growth is propelled by the search for healthier options

Health and sustainability on the menu as primary considerations

Rising production costs hit sweet treats

WHAT'S NEXT?

Growth expected to remain focused more on value than volume gains

Competition set to evolve through new product development and distribution strategies

Changing lifestyle behaviours expected to influence the future of staple foods

COMPETITIVE LANDSCAPE

CJ Cheiljedang strengthens its leading position with its trusted product range
Nongshim and Ottogi provide stiff competition with tried and trusted products

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Hypermarkets lead sales but convenience stores have become testing grounds
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