



Euromonitor
International

Sweet Spreads in South Korea

November 2025

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Sweet Spreads in South Korea - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy options attract more consumers

INDUSTRY PERFORMANCE

Health-conscious and westernised eating habits drive gradual growth in sweet spreads

WHAT'S NEXT?

Health-conscious and meal-replacement spreads to drive functional growth

Influx of global brands will push local players to reposition and specialise

Digital-first strategies will reshape the distribution model for sweet spreads

COMPETITIVE LANDSCAPE

Competition to intensify between local leaders and diversified imports in jam and honey

CHANNELS

Retail e-commerce growth fuels influx of imported brands

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Cooking Ingredients and Meals in South Korea - Industry Overview

EXECUTIVE SUMMARY

Widening range and innovation at both ends of price spectrum

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Consumers shift towards ready-to-eat products as convenience attracts shoppers

Wider range of products entices consumers seeking greater choice and value

WHAT'S NEXT?

Structural change will force brands to rethink price-value propositions

Retail disruption is anticipated as food manufacturers build D2C

Consumer demand is becoming polarised between affordable and premium choices

COMPETITIVE LANDSCAPE

Retailers are gaining prominence in a fiercely competitive landscape

Private label makes significant gains

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Retail e-commerce is transforming market dynamics as direct to consumer platforms emerge

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