

Meals and Soups in South Korea

Market Direction | 2023-01-01 | 22 pages | Euromonitor

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Report description:

Amidst the rising price of restaurant dishes in foodservice outlets resulting from inflation, where KRW10,000 is becoming a normal price to pay for a meal, the landscape of lunchtime has been changing. This soaring financial burden for lunch even created a new term, "Lunch-flation", a combination of the words "Lunch" and "Inflation", which reflects mounting complaints, especially amongst office workers, about rising prices. In this context, as ordering dishes in foodservice outlets is becoming t...

Euromonitor International's Meals and Soups in South Korea report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Meals and Soups market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Overheated competition in meals and soups hinders growth of frozen ready meals

Soup continues to grow on the back of Korean-style soup

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Ready meals are diversifying to meet fragmented consumer needs

Continued growth expected in soup, but with different patterns at a category level

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