

## **Meals and Soups in South Korea**

Market Direction | 2023-11-21 | 20 pages | Euromonitor

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### **Report description:**

Category players are customising their products to cater for various formats demanded by consumers sensitive to new lifestyle trends, such as South Korea's millennials and Generation Z, to maximise convenience. For instance, one of the habits among "hobby-sumers", as they are referred to in South Korea, is to spend money on leisure activities, a trend that is gaining momentum in the country, and increasing the popularity of meal kits and convenient meal solutions that are appropriate to take on...

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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