

## **Consumer Foodservice in South Korea**

Market Direction | 2024-02-13 | 100 pages | Euromonitor

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### **Report description:**

Despite optimistic expectations of rapid recovery in consumer consumption following the COVID-19 pandemic, transaction growth in overall consumer foodservice in South Korea experienced a slowdown in 2023, exacerbated by prolonged inflation. The current circumstances of consumer foodservice in South Korea are not solely a result of a superficial increases in prices, but deeply rooted in the cascading effects of inflation on input costs, compounded by operational challenges faced by both chained a...

Euromonitor International's Consumer Foodservice in South Korea report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Consumer Foodservice by Fulfillment, Consumer Foodservice by Location, Consumer Foodservice by Ordering Platform, Consumer Foodservice by Type.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Consumer Foodservice 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
February 2024

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#### LIMITED-SERVICE RESTAURANTS IN SOUTH KOREA

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##### 2023 DEVELOPMENTS

Impact of prolonged inflation on pizza, chicken, and bakery limited-service restaurants

Burger limited-service restaurants satisfies consumers with simplicity and novelty

Convenience stores limited-service restaurants solidifies its position as a key category within consumer foodservice

##### PROSPECTS AND OPPORTUNITIES

Food tech will play a key role in maximising operational efficiencies and avoiding further price increases by minimising expenses

New entrants and diversification will lead to fierce competition between categories in limited-service restaurants

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Increased takeaway and eat-in for full-service restaurants

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