

## **Street Stalls/Kiosks in South Korea**

Market Direction | 2024-02-13 | 24 pages | Euromonitor

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### **Report description:**

In 2023, tanghulu (sugar-coated fruits on a bamboo skewer) emerged as the most prominent snacking mega-trend in the entire food industry in South Korea. The popularity of tanghulu began with mukbang YouTubers who focused on ASMR content, creating videos featuring the cracking sound of the hard sugar coating and the bursting juice inside. These videos stimulated the interest and consumption desires of Millennials and Generation Z. The initial trend, driven by social media, gradually spread, leadi...

Euromonitor International's Street Stalls/Kiosks 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: Chained Street Stalls/Kiosks, Independent Street Stalls/Kiosks.

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

Why buy this report?

- \* Get a detailed picture of the Street Stalls/Kiosks 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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Euromonitor International

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Tanghulu dominates amongst South Korean Millennials and Generation Z in 2023

Temporary revitalisation of traditional and street food due to the media effect and tanghulu trend

Rapid changes in street stalls/kiosks due to low start-up costs

#### PROSPECTS AND OPPORTUNITIES

Falling popularity of tanghulu is expected in the forecast period

Expectation of a trickle-up effect through the frequent emergence of new desserts

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