

Supermarkets in South Korea

Market Direction | 2024-04-03 | 36 pages | Euromonitor

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Report description:

Although supermarkets saw a second consecutive year of decline in outlet numbers in South Korea in 2023, current value sales maintained low growth. Positioned between convenience stores and hypermarkets, supermarkets leverage their smaller size for improved accessibility compared with their larger counterpart, and offer a diverse range of fresh food and ingredients, surpassing that of convenience stores. Supermarkets capitalise on their intermediate size, providing accessibility similar to convenience stores.

Euromonitor International's Supermarkets in South Korea report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Supermarkets 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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