

Baby Food in South Korea

Market Direction | 2024-09-27 | 21 pages | Euromonitor

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Report description:

Demand for baby food in South Korea is being significantly impacted by the country's low birth rate. This is particularly evident in milk formula, where retail value and volume sales are declining across all segments; standard, follow-on, growing-up, and special baby milk formula. As a result, many milk formula-related players are shifting their focus away from targeting the mass market and instead are enhancing the functional elements of their products, tailoring them to specific TPOs (time, pl...

Euromonitor International's Baby Food 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

Why buy this report?

- * Get a detailed picture of the Baby Food 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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Table of Contents:

Baby Food in South Korea
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List Of Contents And Tables

BABY FOOD IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Milk formula sales are decreasing, with players focused on differentiation for value retention
Prepared and other baby food experience growth despite low birth rate
Prolonged impact of inflation positively influences growth of e-commerce in 2024

PROSPECTS AND OPPORTUNITIES

Finding new business and positioning opportunities due to declining birth rates
The continuous expansion of prepared and other baby food is anticipated
Leveraging benefits of e-commerce for longer customer retention

CATEGORY DATA

- Table 1 Sales of Baby Food by Category: Volume 2019-2024
- Table 2 Sales of Baby Food by Category: Value 2019-2024
- Table 3 Sales of Baby Food by Category: % Volume Growth 2019-2024
- Table 4 Sales of Baby Food by Category: % Value Growth 2019-2024
- Table 5 Sales of Growing-Up Milk Formula by Age: % Value 2019-2024
- Table 6 NBO Company Shares of Baby Food: % Value 2020-2024
- Table 7 LBN Brand Shares of Baby Food: % Value 2021-2024
- Table 8 Distribution of Baby Food by Format: % Value 2019-2024
- Table 9 Forecast Sales of Baby Food by Category: Volume 2024-2029
- Table 10 □Forecast Sales of Baby Food by Category: Value 2024-2029
- Table 11 □Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029
- Table 12 □Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

DAIRY PRODUCTS AND ALTERNATIVES IN SOUTH KOREA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

- Table 13 Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 17 Penetration of Private Label by Category: % Value 2019-2024
- Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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