

Butter and Spreads in South Korea

Market Direction | 2024-09-27 | 17 pages | Euromonitor

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Report description:

Overall retail volume sales of butter and spreads in South Korea are declining in 2024, although demand remains above pre-pandemic levels. This is primarily due to a shift in consumer dietary preferences, with a growing focus on health leading to decreasing demand for margarine. Despite technological advancements that have significantly reduced trans fats in margarine - such as using enzymes instead of hydrogen or converting all unsaturated fats to saturated fats - the product still carries an u...

Euromonitor International's Butter and Spreads 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: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- * Get a detailed picture of the Butter and Spreads 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
September 2024

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KEY DATA FINDINGS

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Increasing health concerns diminish retail value and volume of margarine
Growth for butter supported by continuous demand from foodservice in particular
E-commerce remains key channel for butter, despite declining volumes of imported brands

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