

Sustainability in South Korea

Market Direction | 2024-09-26 | 43 pages | Euromonitor

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Report description:

The majority of South Koreans try to positively impact the environment through their actions, leading over half to recycle and reduce plastic and food waste. Over a third of consumers are meat avoiders, willing to spend more on sustainable household products, food and beverages. This creates ongoing opportunities for Diet Claims, with plant-based options having potential to expand, supporting value and differentiating goods. No GMO claims lead most industries, aligning with rising concerns surro...

Euromonitor International's Sustainability reports allows to hear the voice of the industry by exploring specific industry related trends, business campaigns, and attitudes and expectations for sustainability from industry leaders in 5 regions. Reports monitor the levels of sustainability adoption across countries and product categories. Reports also allows to discover where companies and brands lead in terms of a sustainable product portfolio and which ones are falling behind. Use it to learn more about consumers' evolving attitudes, expectations and adoption of sustainability across key global markets.

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

Why buy this report?

- * Get a detailed picture of the Sustainability 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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Table of Contents:

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List Of Contents And Tables

SUSTAINABILITY IN SOUTH KOREA

SCOPE

CHART 1 Sustainability Country Report Scope 2024

KEY FINDINGS

CHART 2 Sustainability Country Report Main Findings 2024

INTRODUCTION

CHART 3 Sustainability Market in South Korea: Key Metrics by Industry 2023

CONSUMER BEHAVIOUR

Environmental awareness

CHART 4 Consumers' Sustainability Awareness and Actions in South Korea 2020-2024

Green actions

CHART 5 Consumers' Environmental Action in South Korea 2024

Trust in green labels

CHART 6 Consumer Trust in Product Claims in South Korea 2024

Shopping preferences

CHART 7 Consumer Circular Shopping Preferences in South Korea 2024

Sustainable consumer types

CHART 8 Sustainable Consumer's Types in South Korea 2024

CHART 9 Zero Wasters: Largest Consumer Type in South Korea 2024

MARKET SIZE AND PRODUCT PREVALENCE

CHART 10 □Sustainability Market Size By Industry in South Korea 2020-2023

CHART 11 □Sustainability Product Prevalence by Industry in South Korea 2020-2023

SUSTAINABLE PRODUCTS

CHART 12 □Soft Drinks: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

CHART 13 □Staple Foods: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

CHART 14 □Snacks: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

CHART 15 □Consumer Health: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

CHART 16 □Dairy Products and Alternatives: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

CHART 17 □Beauty and Personal Care: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

CHART 18 □Cooking Ingredients and Meals: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

CHART 19 □Hot Drinks: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

CHART 20 □Tissue and Hygiene: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

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CHART 21 Pet Care: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

CHART 22 □Home Care: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in South Korea, 2020-2023

COMPETITOR ANALYSIS

CHART 23 □Top 10 Companies: Company Sales of SKUs with Sustainability Attributes in South Korea, 2020-2023

CHART 24 □Top 10 Companies: Sustainability Product Prevalence in South Korea, 2020-2023

SEIZING THE OPPORTUNITY - BY INDUSTRY

CHART 25 □Soft Drinks: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

CHART 26 □Staple Foods: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

CHART 27 □Snacks: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

CHART 28 □Consumer Health: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

CHART 29 □Dairy Products and Alternatives: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

CHART 30 □Beauty and Personal Care: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

CHART 31 □Cooking Ingredients and Meals: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

CHART 32 □Hot Drinks: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

CHART 33 □Tissue and Hygiene: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

CHART 34 □Pet Care: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

CHART 35 □Home Care: Market Size of Top 10 Sustainability Attributes in South Korea 2020-2023

SEIZING THE OPPORTUNITY - BY KEY ATTRIBUTE GROUP

CHART 36 □No Artificial Ingredients Claims: Market Size of Sustainable Products across selected countries 2020-2023

CHART 37 □Sustainable Sourcing Claims: Market Size of Sustainable Products across selected countries 2020-2023

CHART 38 □Diets Claims: Market Size of Sustainable Products across selected countries 2020-2023

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