

Breakfast Cereals in South Korea

Market Direction | 2024-10-25 | 20 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

With consumers having increasingly busy mornings, the traditional breakfast staple in South Korea, breakfast cereals, has been seeing declines in retail volume sales, and this is set to continue in 2024, although current value sales are expected to maintain growth. More and more people are skipping breakfast altogether, while others are opting for quick, portable options such as bread or protein drinks to consume on-the-go. This shift in habits has significantly impacted breakfast cereals, as co...

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- * Get a detailed picture of the Breakfast Cereals 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Breakfast Cereals in South Korea
Euromonitor International
October 2024

List Of Contents And Tables

BREAKFAST CEREALS IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shifting breakfast habits lead breakfast cereals brands to focus on convenience and portability
Children's breakfast cereals expands its target audience due to declining birth rate
Increased demand for healthier breakfast cereals, such as muesli and granola

PROSPECTS AND OPPORTUNITIES

Potential by leveraging demographic shifts
Revitalising breakfast cereals through health-focused innovations
Localisation of hot cereals will continue to drive a dynamic performance

CATEGORY DATA

- Table 1 Sales of Breakfast Cereals by Category: Volume 2019-2024
- Table 2 Sales of Breakfast Cereals by Category: Value 2019-2024
- Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024
- Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Breakfast Cereals: % Value 2020-2024
- Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2021-2024
- Table 7 Distribution of Breakfast Cereals by Format: % Value 2019-2024
- Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029
- Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2024-2029
- Table 10 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029
- Table 11 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

STAPLE FOODS IN SOUTH KOREA

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for staple foods?

MARKET DATA

- Table 12 Sales of Staple Foods by Category: Volume 2019-2024
- Table 13 Sales of Staple Foods by Category: Value 2019-2024
- Table 14 Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 15 Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 16 NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 17 LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 18 Penetration of Private Label by Category: % Value 2019-2024
- Table 19 Distribution of Staple Foods by Format: % Value 2019-2024
- Table 20 Forecast Sales of Staple Foods by Category: Volume 2024-2029
- Table 21 □Forecast Sales of Staple Foods by Category: Value 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com

Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Breakfast Cereals in South Korea

Market Direction | 2024-10-25 | 20 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-06"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com