

# Cheese in South Korea

September 2023

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## Cheese in South Korea - Category analysis

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#### 2023 DEVELOPMENTS

A shift in consumer behaviour brings a strong decline in volume sales

Lack of a proactive approach to new product development

Cream cheese thrives in foodservice due to wide flavour variety

#### PROSPECTS AND OPPORTUNITIES

Broadening of consumption occasions needed to maintain cheese sales in the future

Protein will increasingly be incorporated in cheese due to the ageing population

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