

# Savoury Snacks in South Korea

June 2024

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## Savoury Snacks in South Korea - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Millennials lead trends in savoury snacks Growth of private label lines Growing popularity of savoury biscuits with beverages

#### PROSPECTS AND OPPORTUNITIES

Fun marketing and consumer-driven trends "Shrinkflation" continues to be chosen as a means to save costs Innovative packaging ideas: Homerun Ball packaging (Cuprun Ball)

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