

# Snacks in South Korea

June 2024

Table of Contents

## Snacks in South Korea

### EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for snacks?

### MARKET DATA

Table 1 - Sales of Snacks by Category: Volume 2019-2024

Table 2 - Sales of Snacks by Category: Value 2019-2024

Table 3 - Sales of Snacks by Category: % Volume Growth 2019-2024

Table 4 - Sales of Snacks by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Snacks: % Value 2020-2024

Table 6 - LBN Brand Shares of Snacks: % Value 2021-2024

Table 7 - Penetration of Private Label by Category: % Value 2019-2024

Table 8 - Distribution of Snacks by Format: % Value 2019-2024

Table 9 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 10 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 11 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Chocolate Confectionery in South Korea

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Health trend and its impact on chocolate confectionery

Global cocoa supply challenges and price pressures

Changing gifting trends post-COVID-19

#### PROSPECTS AND OPPORTUNITIES

Declining birth rate set to impact chocolate confectionery

Continued price pressures and the rising health trend

Growth for retail e-commerce after COVID-19

### CATEGORY DATA

Summary 2 - Other Chocolate Confectionery by Product Type: 2024

Table 13 - Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 14 - Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 15 - Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Table 16 - Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 17 - Sales of Chocolate Tablets by Type: % Value 2019-2024

Table 18 - NBO Company Shares of Chocolate Confectionery: % Value 2020-2024

Table 19 - LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024

Table 20 - Distribution of Chocolate Confectionery by Format: % Value 2019-2024

Table 21 - Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029

Table 22 - Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029

Table 23 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029

Table 24 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

## Gum in South Korea

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Resurgence for gum in South Korea after many years of decline

Lotte Wellfood's new retro marketing success

Lack of significant new releases hampers growth

#### PROSPECTS AND OPPORTUNITIES

Competition from mints set to hamper growth

Pressure to balance increasing costs with government demand to limit price rises

Limited impact of health trend in gum

#### CATEGORY DATA

Table 25 - Sales of Gum by Category: Volume 2019-2024

Table 26 - Sales of Gum by Category: Value 2019-2024

Table 27 - Sales of Gum by Category: % Volume Growth 2019-2024

Table 28 - Sales of Gum by Category: % Value Growth 2019-2024

Table 29 - Sales of Gum by Flavour: Rankings 2019-2024

Table 30 - NBO Company Shares of Gum: % Value 2020-2024

Table 31 - LBN Brand Shares of Gum: % Value 2021-2024

Table 32 - Distribution of Gum by Format: % Value 2019-2024

Table 33 - Forecast Sales of Gum by Category: Volume 2024-2029

Table 34 - Forecast Sales of Gum by Category: Value 2024-2029

Table 35 - Forecast Sales of Gum by Category: % Volume Growth 2024-2029

Table 36 - Forecast Sales of Gum by Category: % Value Growth 2024-2029

## Sugar Confectionery in South Korea

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Rise of standard mints in sugar confectionery

Haribo leads pastilles, gummies, jellies and chews, while Orion's new product gains popularity

Viral popularity of traditional sugar confectionery: Yeonyanggang and Bamyanggang

#### PROSPECTS AND OPPORTUNITIES

Shift towards convenient sugar confectionery

Shorter lifespan for trends

#### CATEGORY DATA

Table 37 - Sales of Sugar Confectionery by Category: Volume 2019-2024

Table 38 - Sales of Sugar Confectionery by Category: Value 2019-2024

Table 39 - Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024

Table 40 - Sales of Sugar Confectionery by Category: % Value Growth 2019-2024

Table 41 - Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

Table 42 - NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 43 - LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Table 44 - Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 45 - Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 46 - Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 47 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 48 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

## Ice Cream in South Korea

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Rising popularity of low sugar, low calorie, and premium ice cream

Collaboration and Newtro trends impact the category

Growing importance of retail e-commerce, and adapting distribution strategies

#### PROSPECTS AND OPPORTUNITIES

Rise of the “healthy pleasure” trend, and the preference for eco-friendly products remains nascent

Opportunities for online distribution channels

Impact of “milkflation” and rising raw materials costs

#### CATEGORY DATA

Table 49 - Sales of Ice Cream by Category: Volume 2019-2024

Table 50 - Sales of Ice Cream by Category: Value 2019-2024

Table 51 - Sales of Ice Cream by Category: % Volume Growth 2019-2024

Table 52 - Sales of Ice Cream by Category: % Value Growth 2019-2024

Table 53 - Sales of Ice Cream by Leading Flavours: Rankings 2019-2024

Table 54 - Sales of Impulse Ice Cream by Format: % Value 2019-2024

Table 55 - NBO Company Shares of Ice Cream: % Value 2020-2024

Table 56 - LBN Brand Shares of Ice Cream: % Value 2021-2024

Table 57 - NBO Company Shares of Impulse Ice Cream: % Value 2020-2024

Table 58 - LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024

Table 59 - NBO Company Shares of Take-home Ice Cream: % Value 2020-2024

Table 60 - LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024

Table 61 - Distribution of Ice Cream by Format: % Value 2019-2024

Table 62 - Forecast Sales of Ice Cream by Category: Volume 2024-2029

Table 63 - Forecast Sales of Ice Cream by Category: Value 2024-2029

Table 64 - Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029

Table 65 - Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

## Savoury Snacks in South Korea

### 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)

#### CATEGORY DATA

Summary 3 - Other Savoury Snacks by Product Type: 2024

Table 66 - Sales of Savoury Snacks by Category: Volume 2019-2024

- Table 67 - Sales of Savoury Snacks by Category: Value 2019-2024
- Table 68 - Sales of Savoury Snacks by Category: % Volume Growth 2019-2024
- Table 69 - Sales of Savoury Snacks by Category: % Value Growth 2019-2024
- Table 70 - NBO Company Shares of Savoury Snacks: % Value 2020-2024
- Table 71 - LBN Brand Shares of Savoury Snacks: % Value 2021-2024
- Table 72 - Distribution of Savoury Snacks by Format: % Value 2019-2024
- Table 73 - Forecast Sales of Savoury Snacks by Category: Volume 2024-2029
- Table 74 - Forecast Sales of Savoury Snacks by Category: Value 2024-2029
- Table 75 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029
- Table 76 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

## Sweet Biscuits, Snack Bars and Fruit Snacks in South Korea

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- Rapid growth for cereal bars and protein/energy bars
- Notable growth for plain biscuits within sweet biscuits
- The challenge of meeting the demands of health-conscious consumers

#### PROSPECTS AND OPPORTUNITIES

- Popularity and growth of protein/energy bars likely to be sustained
- Price pressures from rising raw materials costs
- Increasing significance of sales via retail e-commerce

#### CATEGORY DATA

- Table 77 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024
- Table 78 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024
- Table 79 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024
- Table 80 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024
- Table 81 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024
- Table 82 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024
- Table 83 - NBO Company Shares of Sweet Biscuits: % Value 2020-2024
- Table 84 - LBN Brand Shares of Sweet Biscuits: % Value 2021-2024
- Table 85 - NBO Company Shares of Snack Bars: % Value 2020-2024
- Table 86 - LBN Brand Shares of Snack Bars: % Value 2021-2024
- Table 87 - NBO Company Shares of Fruit Snacks: % Value 2020-2024
- Table 88 - LBN Brand Shares of Fruit Snacks: % Value 2021-2024
- Table 89 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024
- Table 90 - Distribution of Sweet Biscuits by Format: % Value 2019-2024
- Table 91 - Distribution of Snack Bars by Format: % Value 2019-2024
- Table 92 - Distribution of Fruit Snacks by Format: % Value 2019-2024
- Table 93 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029
- Table 94 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029
- Table 95 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029
- Table 96 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/snacks-in-south-korea/report](http://www.euromonitor.com/snacks-in-south-korea/report).