



Street Stalls/Kiosks in South Korea

February 2024

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Street Stalls/Kiosks in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tanghulu dominates amongst South Korean Millennials and Generation Z in 2023
Temporary revitalisation of traditional and street food due to the media effect and tanghulu trend
Rapid changes in street stalls/kiosks due to low start-up costs

PROSPECTS AND OPPORTUNITIES

Falling popularity of tanghulu is expected in the forecast period
Expectation of a trickle-up effect through the frequent emergence of new desserts
Street food in traditional markets shows potential for growth in value and volume transactions, while food trucks may be difficult to revitalise

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DISCLAIMER

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