



Processed Fruit and Vegetables in South Korea

October 2024

Table of Contents

Processed Fruit and Vegetables in South Korea - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand for frozen fruit amidst price increases and health consciousness

Foodservice retail volumes of frozen fruit also rise

Some categories see retail volume decline due to substitutes

PROSPECTS AND OPPORTUNITIES

Further decline expected for shelf stable fruit and vegetables, especially fruit

Desserts is the potential breakthrough that could leverage the value of frozen fruit

Potential for growth for frozen processed vegetables, from a low base

CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024

Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2019-2024

Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024

Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024

Table 5 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2019-2024

Table 6 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2024

Table 7 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024

Table 8 - Distribution of Processed Fruit and Vegetables by Format: % Value 2019-2024

Table 9 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029

Table 10 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029

Table 11 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2024-2029

Staple Foods in South Korea - Industry Overview

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 13 - Sales of Staple Foods by Category: Volume 2019-2024

Table 14 - Sales of Staple Foods by Category: Value 2019-2024

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2019-2024

Table 16 - Sales of Staple Foods by Category: % Value Growth 2019-2024

Table 17 - NBO Company Shares of Staple Foods: % Value 2020-2024

Table 18 - LBN Brand Shares of Staple Foods: % Value 2021-2024

Table 19 - Penetration of Private Label by Category: % Value 2019-2024

Table 20 - Distribution of Staple Foods by Format: % Value 2019-2024

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 22 - Forecast Sales of Staple Foods by Category: Value 2024-2029

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

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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