

Savoury Snacks in South Korea

June 2023

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2023 DEVELOPMENTS

Overall savoury snacks sees a positive growth trajectory, with variations observed across categories

Potato chips explore flavour innovation by embracing trendy tastes

Ongoing active innovation in seafood snacks

PROSPECTS AND OPPORTUNITIES

Modest growth expected, but dynamism varies across savoury snacks

Limited innovation expected in snacks, but health-related factors will come to the fore

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