

Processed Meat, Seafood and Alternatives To Meat in South Korea

November 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Ethical purchasing behaviour, packaging, and product development
- Highlighting affordable price, simplicity in preparation, and nutritional qualities of poultry
- Tofu needs new growth factor to halt declining sales

PROSPECTS AND OPPORTUNITIES

- Continuous growth and expansion of poultry, especially for chicken breasts
- Meat and seafood substitutes to disrupt category and create fierce competition

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Staple Foods in South Korea - Industry Overview

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