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International

# Consumer Foodservice By Location in South Korea

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Retail developments and cost rationalisation emerge as key trends

#### INDUSTRY PERFORMANCE

Retail locations perform better than standalone locations

Strategic expansion into retail and airport locations

Players adopt compact store model as part of cost rationalisation

#### WHAT'S NEXT?

Luxury and fashion stores are emerging as new non-standalone consumer foodservice locations

Standalone locations will remain important for marketing and branding purposes

The rise of solo dining is reshaping restaurant operations

Collaborations with convenience stores to target Gen Z/Alpha

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## DISCLAIMER

## Consumer Foodservice in South Korea - Industry Overview

### EXECUTIVE SUMMARY

Lacklustre performance reflects weak purchasing power

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Economic headwinds eat into revenue performance

Restaurants roll out direct to consumer initiatives

Experiential offerings and loyalty programmes gain traction

### WHAT'S NEXT?

Modest outlook for consumer foodservice

Automation and AI are embraced to enhance efficiency and reduce labour costs

Sustainability and focus on Gen Z/Alpha

## COMPETITIVE LANDSCAPE

Starbucks Coffee Korea maintains its lead

Ashley's family restaurant strikes chord with price sensitive consumers

International foodservice brands enter South Korea

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Chained foodservice operators strengthen position

Cost pressures drive roll-out of compact store formats

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